ISLAMIC ATTRIBUTES AND ITS IMPACT ON MUSLIM TOURISTS' SATISFACTION: A STUDY OF IRAN

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ABSTRACT

Many countries in the world are considering tourism as an important sector in their economy. Tourism can bring many people from different countries to a destination and as a result, it can contribute to its economy significantly. Achieving tourist satisfaction could be very challenging for countries. There are several factors which can impact tourist satisfaction; among them, push and pull motivational factors have been emphasized in this paper. There is this assumption that the impact of motivational factors can be influenced by other elements like Islamic attributes. In this study, it has been attempted to examine the impact of motivational factors on tourists' satisfaction. Moreover, Islamic attributes of destination has been also studied to determine whether it moderates the relationship between motivational factors and tourist satisfaction or not. In addition, Iran has been chosen as an Islamic country to examine the above mentioned relationships. The results showed that both push and pull motivational factors have significant impact on tourist satisfaction in Iran context. In the next step, the impact of Iran's Islamic attributes on the relationship between motivational factors and tourist satisfaction has been examined. The results revealed that Islamic attributes of Iran have a positive but weak impact on the relationship between motivational factors and tourists' satisfaction.

Key Words: push motivational factor, pull motivational factor, tourists' satisfaction, Islamic attributes, Iran.

ACKNOWLEDGEMENT

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CHAPTER ONE
INTRODUCTION

1.1 INTRODUCTION

In the last decade, tourism has been playing a crucial role in the economic system of countries and also it is believed that it can influence economic relationships among countries (Ladeiras, Mota and Costa, 2010). Therefore, it is important for countries to build a competitive position so as to absorb higher rates of tourists. But how a country could become successful in achieving higher rates of tourists and encourage more tourists to visit their countries? Encouraging new tourist segments in the tourism industry is not an easy job.

According to Weidenfeld, 2006, Tourism industry has seen many efforts for satisfying special needs of different people, like elderly or handicapped people. Accordingly, Muslim tourists must be considered as important segment of tourism industry; their religious needs should be catered and satisfied not just for pilgrimage time but everywhere and at any time. Therefore, if a country seeks tourist loyalty for their country and wants to stay competitive, they should bear in mind to satisfy their Muslim tourists' needs too.

According to Levin (1979), Esso and Dibb (2004), religions form our behaviors, culture and customs; as evidence, different lifestyles and customs like eating and drinking, sexual behaviors, and parents-children attachments can be addressed (Levin, 1979, Hood et al., 1985; Ronald et al., 1998).   Religious

beliefs influence behaviors in two ways: firstly, it can impact the behaviors based on the determined taboos and obligations; for instance, Muslims are not allowed to eat bacon or drink alcohol; and secondly, religions create the societies' norms, customs and culture which definitely influence the behavior (Poria et al., 2003).

According to Poria et al. (2003), tourism is related to religion based on the tourists' behavior and hosts and their relationships. However, there are few researches conducted on this issue, studying this relationship (Battour, 2010; Rinschede, 1992; Howe, 2001). To stay competitive in the tourism industry, destination marketers must focus on the tourists' motivation and should consider its impact to the tourism satisfaction and their loyalty to destinations (Devesa et al., 2010; Zabkar et al., 2010; Yoon and Uysal, 2005). The tourism industry cannot do well unless it enhances its position and achieves relative competitive edge in the world market (Enright, Newton, 2004). Tourism destination competitiveness is becoming an area of growing interest amongst tourism researchers. For a country, to be competitive and successful in a tourism industry just like other industries, should pay attention to its customers, that here, they are tourists and try to satisfy their needs.

Targeting Muslim tourists is an important decision since their population is growing consistently. According to researchers at the Pew Forum on religion and Public Life (2011), in their study called "Future of the Global Muslim Population" they estimated Muslim population will have 1.5% annual growth in the next two decades where non-Muslim will only have 0.7% growth rate annually.

Muslims as a Share of World Population, 1990-2030
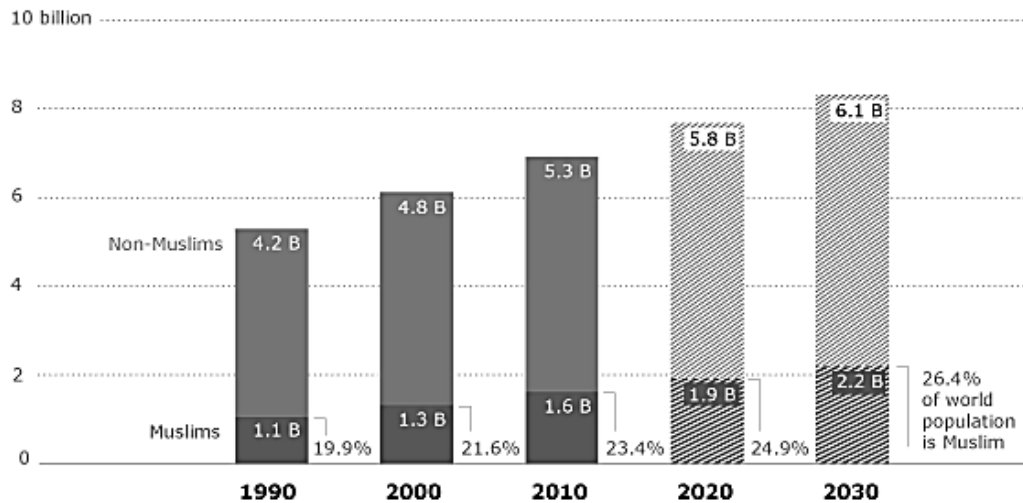
Figure 1.1

Muslims as a share of world population, 1990-2030

Source: Pew Forum on religion and Public Life

Muslims have a certain culture and behavior that must be considered, and if a country wants to win higher rates of Muslim tourists, they have to satisfy their religious needs too (Battour, 2010).

It is believed that push and pull motivational factors have significant impact on people's decisions for choosing a specific destination (Uysal and Jurowski, 1994; Crompton, 1979; Mansfeld, 1992; Jang and Cai, 2002; Yoon and Uysal, 2005; Baloglu and Uysal, 1996; Kim and Lee, 2002). Battour (2010) says that people are first motivated to travel by having internal and emotional desires like the desire to see a foreign destination or having fun with friends and family or being relaxed and enjoying nature; and later, they are pulled by external factors

such as historical attractions or weather conditions or low cost fares to visit the destination again. Therefore, a country must make sure to contemplate tourists' expectations and needs so as to become able to satisfy their needs and must realize the motives behind the tourist behavior and choice of destination (Mansfeld, 1992; Yoon and Usyal 2005; Battour, 2010).

Jorge Costa et al., (2010) have discussed that if a country starts declining it market share in tourism industry, should look for new segments but the issue is not just attracting new segments; they have to consider satisfying the new segments' needs, if not, they will lose the segment very soon. Zabkar et al., (2010) advocate that there is a link between the service quality and tourists' satisfaction which have an impact on their behavior. Therefore, the higher the quality of the tourism services, the more tourists are going to be satisfied.

Satisfaction is an important factor, especially where customer loyalty is a goal for an industry, and tourism industry is not an exception in this issue. Seeking an effective destination marketing plan, markets must shed light on satisfaction (Yoon and Uysal, 2005; Battour, 2010; Devesa et al, 2010; Zabkar et al., 2010), because it is based on tourists' satisfaction that they make decision regarding where to go [destination] and what service and products to buy and consume (Metin and Mike, 2000). This can be challenging for some countries that their names are at the top of the headlines, accusing for being terrorist or dealing with illegal nuclear programs.

This research has been done by Buttour (2010), which has mainly focused on the effect that destinations' Islamic attributes can have, on tourists' motivation, satisfaction and destination loyalty. He has conducted his study in Malaysia which can be considered as a limitation to the study. Therefore, this study has been chosen to apply in another context which is Iran to study the tourists' behavior and their perception toward this country. Iran compared to Malaysia is considered to have a stronger Islamic attributes.

Iran is a country with a rich culture and history although it is always on the news headlines for its political issues; Internationally, Iran does not have a positive image for having political problems with western governments although they tried to maintain the dialogue. Iran is also accused of being supportive toward many Islamic extremism factors and for practicing them inside the country as well as gender discrimination against women (Euromonitor International, 2009). But how others think of Iran and what is their perception? The country is believed to be a very religious country that has enacted different laws and limitations for women and men's appearance, relationships and communication in the society.

Battour (2010) believes that tourism industries are always looking forward to attract more and new customer segments and since it is a very profitable business, they try to win more tourists over other countries. So, whether they become successful or not, it just depends on their success to achieve a competitive advantage over their rivals. Competitive advantage is a topic that has

become interesting to many researchers and is considered to be a very important issue for countries if they are seeking to be successful in this field. Some of the factors that can contribute to achieve competitive advantage and tourists' satisfaction are the destination image and attractiveness which can be perceived by tourists. What can help to enhance the attractiveness and the image of a destination is the climate, scenery, accommodation, food services, transportation facilities that may satisfy the potential tourists and increase the competitive advantage and the rate of their tourism (Chon, Weaver, & Kim, 1991; Hu & Ritchie, 1993, Gallarza, Saura, &Garcı´a, 2002 & Michael J.Enright, James Newton, 2004).

Iran also has tourists from different countries with different cultures and religions coming from various walks of life. Muslim tourists as well as non-Muslim tourists are visiting Iran every day. In this study, it is attempted in to find out the extent to which Islamic attributes of Iran will influence Muslim tourists' perception in terms of their satisfaction when they visit this country.

Herewith, in the following section we discuss more about Iran's history of tourism and their problems and related issues in order to make you familiar with this context first.

1.2. Tourism in Iran

1.2.1. Tourism Attractions in Iran

Iran is a country with a rich and old culture and history which date back to 10,000 years ago. Kevin O'Gorman, L.R. McLellan and Tom Baum (2007) discussed about some evidence of availability of hotels that had supplementary services such as drinks, sex and accommodation in 2000 BC.

According to al-Tabari (a famous historian in c 830 AD), the governor of Samarqand -which is now called Samarkand in Uzbekistan, has been ordered to open hotels in his realm to provide services to those who pass Samarqand; give them accommodation, meals, and take care of their animals and look after the passengers when they were sick, facilitate whatever they needed to return to their origin. (Al-Tabari, 838/1989, p. 94. Cited in O'Gorman, McLellan and Baum, page 304, 2007). As just mentioned, there is evidence which shows that Iran has a long history for tourism and hospitality owing to its natural heritage, such as deserts, mountains, lakes and seas and beautiful landscape having an enjoyable weather diversity, as well as seven ancient locations recognized by UNESCO, Post-Islamic architecture and cultural sites (Kavousy, Royaei and Ebrahimpour, 2009).

Some of the famous and main features of Iran's landscape are Alborz and Zagros, Sahand and Sabalan mountains, DashteKavir, DashteLut Deserts,

Caspian Sea, and Persian Gulf coasts together with the valleys and plateaus of western Iran.

Iran is enriched with the cultural assets which date back to 10,000 years ago when it belonged to the Great Persian Empire. It also inhabited the followers of the Zoroastrian Religion-an ancient but still widespread religion. Visiting their temples and becoming familiar with their culture would be fascinating for international tourists. Iran could be a desirable destination for pilgrims due to several Shiite Shrines.

The last but not least is the Kish Island located in the Persian Gulf, where a lot of efforts for its development have been made in order to attract more and more tourists.

Iran has experienced a great deal of invasions throughout the history, the most important among them are Alexander the Great (Greeks), Arabs who introduced Islam to Iranians, Mongols (from the East), and in the twentieth century, the eight-year Iran-Iraq war. So these factors have influenced tourism industry more or less in Iran.

1.2.2. Political and Economic Situations in Iran

Iran's economy consists of several sectors. It mostly relies on its oil and gas incomes which do not have a constructive impact on the other sectors' development, such as agriculture and tourism; consequently, it has left these sectors uncompetitive in the international market.

Iran's economy mainly consists of oil and gas, banking and finance which are undoubtedly mostly owned by the government. There is another sector, quasi-state organizations which are dealing with highly political interferences and suffering from mismanagement. The most famous one is Bonyad which is operating under the Military, Religious and Welfare agencies' support. Apart from these, there is also another sector-private sector- made of several micro-businesses in the fields of services, and manufacturing which are owned by the Iranian people (O'Gorman, McLellan and Baum, page 307, 2007). As you may have noticed there is a very small chance for foreigners to invest and practice their management in Iran; although, it should be noted that, there are efforts for changing some of these rules and regulations. But based on O'Gorman, McLellan and Baum (2007) there are some hidden reasons resulting this situation which are *political and regional* security issues specially in the tourism sector, *religio-idealogical* antagonism for some international ownership and franchises due to their having American involvement. Despite all of these issues still there are pull factors such as historical and cultural attractions that draw visitors who tradeoff between the possible challenges regarding the quality and safety issues so that to visit the cultural and historical sites. The following figure is taken from O'Gorman, McLellan and Baum, 2007 which is the tourism inbound in 2006.
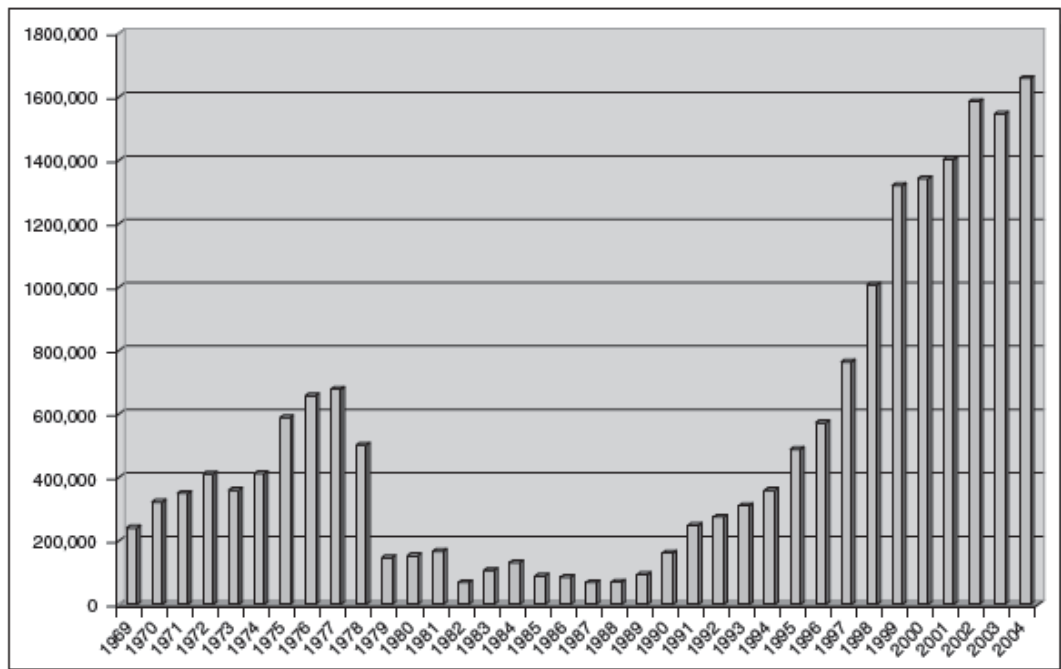
Figure 1.2
Inbound tourism of Iran
Source: *(Kevin O'Gorman, L.R. McLellan and Tom Baum, 2007)*

1.3. Problem Statement

People with different religions, have different cultures, social norms, beliefs and behaviors since religion shapes them in high extend (Delener, 1990; Hirschman, 1981; Esso and Dibb, 2004; Weildenfield and Ron, 2008; Feng et al., 2008). According to Battour, 2010, Islamic attributes are crucial to Muslims when choosing their travel destinations.

Religion can impact motivation and satisfaction of tourists. In addition, Islamic attributes can have a positive effect on Muslim tourist. Iran has both Muslim and non-Muslim tourists coming from different countries; Muslim tourists

come with diverse attitudes and behaviors that can be satisfied with different attributes. Besides, Iran is well-known for having very strong Islamic attributes. This study is attempted to find out Muslim tourists' perception in terms of their satisfaction when they visit a foreign Muslim country.

1.4. Research Questions and Objectives

This research helps to fill the following gaps:

1) No research has been done to investigate Iran's Islamic attributes which can be crucial to Muslim tourists' satisfaction.

2) No research has been done to explore the impact of Iran's Islamic attributes on Muslim tourists' satisfaction,

Based on the above mentioned gaps, the main problem of this research can be addressed in the following questions:

1) How Islamic attributes of Iran can affect the relationship between travel motivation and tourists' satisfaction?

2) What is the perception of Muslims in terms of their satisfaction when they visit a Muslim country like Iran with strong Islamic attributes?

These research questions will cover the main objective of this study which is:

"To recommend a model to understand Muslim tourists' attitude towards satisfaction, by focusing on Iran's Islamic attribute"

CHAPTER TWO
LITERATURE REVIEW

2.1. INTRODUCTION

Throughout this chapter it is attempted to determine the important push and pull motivational factors which encourage tourists to travel (push) and attract them to a specific destination (pull). Moreover, this chapter aims to clarify the relationship between Islamic attributes and tourists' satisfaction for Muslim tourists.

First, tourist motivation is reviewed throughout the literatures, which is then followed by the push and pull motivation factors. Later, it has been attempted to clarify tourists' satisfaction and its relationship with tourists' motivation. Finally, this chapter will be finished by explaining the Islamic attributes and its impact on tourists' satisfaction.

2.2. Tourists' Motivation

One can look for the reasons that why people like to travel, through exploring these reasons internally and externally. People usually describe the reasons for traveling by addressing their internal needs or external factors which persuade them to travel to a foreign destination.

Battour (2010) pointed out that tourism motivations differ from one person to another; everyone can have different reasons for traveling. To predict tourists' behavior, tourism marketers must concentrate on their behavior which is

consisted of their needs, motivations and benefits (Park and Yoon, 2008; Kotler, Bowen and Makens, 2003; Goeldner and Ritchie, 2003).

According to Castan'o et al. (2003), Motivation can provoke three tourism activities which create tourism behavior and they are as follows: the purpose for tourism (why), particular destination for travelling (where) and, their feedback towards the destination (satisfaction) (cited in Devesa, Laguna, and Palacios, 2010).

According to Iso-Ahola (1982), motivation is about all the internal potency as well as external intentions and enticements which can shape person's behavior. Majority of researches are unanimous that for clarifying tourists' behavior, one should shed light on their motivations (Gnoth, 1997; Fodness, 1994; Compton and Mckay, 1997; Anderson, Juaneda and Sastre, 2007; Battour, 2010)

2.3. Push and Pull Theory

Reviewing the literature reveals that the push motivational factor relates to the internal or emotional feelings of people, where they like to have a change, escape from ordinary and explore a new place, while pull factors refer to the destination attributes whether it is visiting historical places, undisturbed nature or even low cost fares which can persuade tourists to visit a destination (Battour, 2010;Devesa, Laguna, and Palacios, 2010; Yoon and Uysal, 2005, Kozak, 2002; Yuan and McDonald,1990; Uysal and Jurowski, 1994, Kim and Lee, 2002).Following paragraphs describe each one in detail.

Dann (1977) and Tolman (1959) were those who first initiated pull and push motivational factors in the tourism research (Battour, 2010). But before reviewing the literature, it is worth determining the level of motivation's importance (Push or Pull) and its relevancy to travel decisions.

Comprehending travel motivations is a vital issue for segmenting the tourism market. Through understanding of traveling motivation, the factors and reasons for choosing a destination can be found out and as a result a country can attempt to enhance its capacity in terms of resources and facilities which are most important to their target tourists and segmented markets (Uysal et al., 2008; Huang and Hsu, 2009; Lee et al., 2004; Gnoth, 1997). Uysal and Hangan (1993) contented that knowing the tourists' motivators for choosing a destination may help the tourism marketers to make decision on those activities and facilities which can mostly help satisfying prospect travelers' psychological needs.

The literature review is full of researches in the field of tourism motivation especially pull and push factors. It has been proved by many researchers that the primal desires and needs of people can drive them and push them to travel such as having rest or seeing different cultures and places or visiting relatives / friends as well as having some excitement or gaining prestige (Uysal and Hagan, 1993; Kozak, 2002; Goossens, 2000; Crompton, 1979; Yoon and Uysal, 2005; Klenosky, 2002; Uysal and Jurowski, 1994). Klenosky (2002) argues that there are some forces that urge people to travel outside of where they live to have a change and satisfy their needs and desires.

According to Kim et al. (2003), "*push factors have been conceptualized as motivational factors or needs that arise due to a disequilibrium or tension in the motivational system*" (Cited from Battour, 2010, pp. 28). Battour (2010) believes that if countries want to experience enhancement in their tourism competitiveness, they should emphasize on the push factors of individuals' motivations.

Based on Correia et al., (2007), knowing the initiative reasons that may drive people to travel, will be helpful for tourism industry in terms of coming up with a pre-tailored activities and facilities that will be attractive to tourists.

Many researches have focused on pull factors' role in tourists' decision making process (You et al., 2000; Uysal and Hagan, 1993; Kim et al., 2007; Yuan and Mcdonald, 1990; Uysal and Jurowski, 1994; Klenosky, 2002). Pull factors refer to those environmental elements that can attract tourists to a place (Uysal and Jurowski, 1994). Some pull factors have been determined through literature review, such as the quality of destination's resources, quality beaches, undisturbed nature and historical places; therefore, pull factors can be regarded as the answer to the "where?" question (Uysal and Hengan, 1993; Kim et al., 2007; Uysal and Jurowski, 1994).

Hu and Ritchie (1993) advocate that a variety of resources and facilities can be tailored and created in order to drive more tourists to a destination; these can be regarded as pull factors. According to Uysal and Hagan (1993) pull factors can be considered and viewed as 'Destination attribute' and 'drawing power' that

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will be appealing to tourists and can be regarded as satisfying elements to push factors.

Kelenosky (2002) believes that, it is pull factors, which result in choosing one place amongst different destination choices. Oh et al. (1995) also argue that pull factors are important and assist travelers to choose a destination once they have decided to have a vacation, these factors can drive tourists to select that destination.

2.4. Push and Pull Motivation Relationship

Based on Battour (2010) the relationship between push and pull can be regarded as demand and supply factor of the market place in terms of tourists' behavior. Push motivation can be considered as a demand that is tourists' behavior, consisting of individuals' internal temptation for communication and experiencing a new destination which creates the basis for traveling. And pull factors are the supply part in this relationship, where they are designed to satisfy and drive more people to a specific destination. In addition, Uysal et al. (2008) advocate that the pull factors or the supply part are those travelers' expected benefits and desires seeking to be achieved in the chosen destination. Following figure is derived from Uysal and Hagan (1993) which depicts some of the push and pull factors having an important role in motivating individuals when decision making about 'where to go?' and the reason of their traveling, 'why?'.
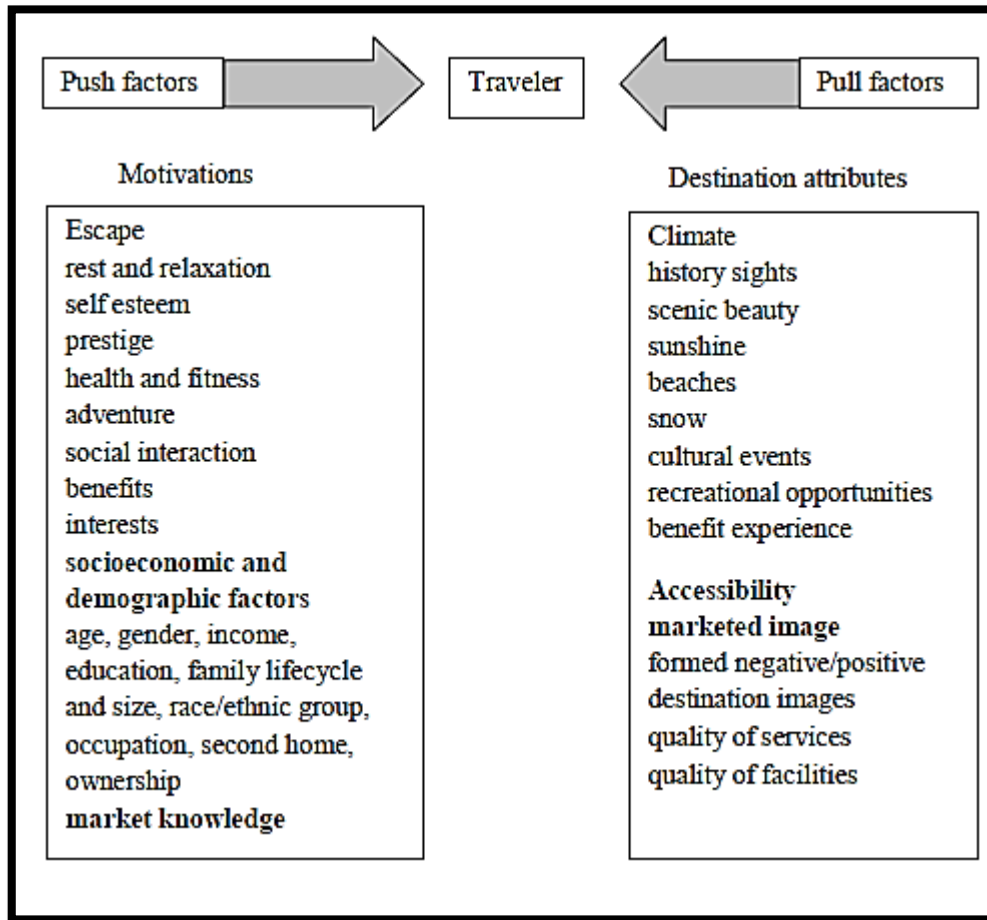
Figure 2.1
Push and Pull Factors
Source: *(Uysal and Hagan, 1993)*

Jang and Wu (2006) introduced some determined push and pull factors such as relaxation, family attachment, knowledge enhancement (push) and reduced cost, environmental attractiveness, different culture, facilities provided and safety (pull).

Uysal et al. (2008) believe that tourists' destination decision making relies on four variables: internal (push), external (pull), the offered features of trip, and

tourists' experience of their travel. In addition, they advocate that the tourists' choice of destination reveals the internal relationship amongst these variables.

The process of destination selection is not limited to just one motive or need; it is strongly supported by many researchers that this process is based on a mechanism through which the person tends to gratify variety of his/her needs (Uysal and Hagan, 1993; Kozak, 2002; Mayo and Jarvis, 1981; Crompton, 1979; Mansfeld,1992).

To understand tourists' behavior, one should focus and study the push and pull motives (Battour, 2010). It is believed that push and pull motivation factors are two different issues which are being concerned in two different periods of time, one of them dealing with travel inevitability and the next is to choose a favorable place to go (Kim et al., 2006; Klenosky, 2002); but at the same time, it is also mentioned by many researchers, that they depend on each other, as well as, being reciprocally related (Jamrozy and Uysal, 1994, Kim et al., 2006; Oh et al., 1995; Cha and McCleary 1995).

Crompton (1979) advocates that push factors may not only be capable of clarifying the primary evoking interest and drive tourists to travel but it can also give direction to tourists on, where to go and which destination to choose.

Push and pull factors should not be regarded as performing on a free stand basis (Dann, 1981). In addition, Uysal and Jurowsky (1994) also advocate that there is an interrelated and interconnected relationship between push and pull

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motivation factors and these two should not be regarded as completely functioning independently. Dann (1982) supports that when people decide to go on a vacation their choice of favorable destination would be predictable based on their needs and desires so it can be concluded that rationally, push factors are followed by pull factor. Throughout the literature there are many researchers who supported this relationship between pull and push motivational factors (Pyo et al., 1989; Uysal and Hagan, 1993; Baloglu and Uysal, 1996; Kim et al, 2006; Oh et al., 1995; Bogari et al., 2004).

2.5. Research Gap

There are many studies examining the impact of many attributes on the push and pull motivational factors. Some determined attributes having impact on push motivational factors are such as "Relaxation", "Knowledge gaining", "Need for Adventure and Excitement", "Family Togetherness", "Health" and "Social Communication and Interaction" (Crompton, 1979; Kim and Jugaratnam, 2002; Baloglu and Uysal, 1996; Jamrozy and Uysal,1994; Cha and McCleary, 1995; Hanqin and Lam, 1999; Jang and Cai,2002; Oh et al., 1995; Yoon an Uysal, 2005; Kozak, 2002; Fodness, 1994; Kim and Lee, 2002). In addition, there are many attributes that have been identified to influence tourists' pull motivations, among them are "Quality Beaches", "Outstanding Sceneries", "Historical Places", "Shopping Facilities" and "Safety".

There are few studies exploring the effect of "Islamic Attribute" on push and pull motivational factors and its impact on tourists' overall satisfaction. Battour's study (2010) can be mentioned as the most recent in this field. Figure 4 shows the gap in this framework:
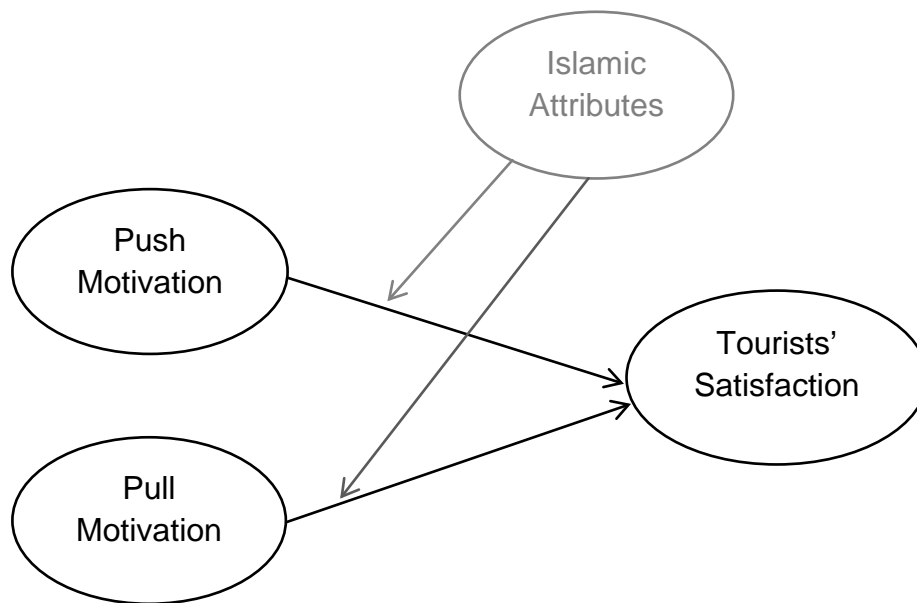
Figure2.2
Theoretical Framework
(*Depicting the existing gap for impact of Islamic Attributes on Pull and Push motivational factors and finally on Tourist's overall satisfaction*)

2.6. Tourists' Overall Satisfaction

Achieving tourists' satisfaction can be considered as a milestone for many stakeholders in the tourism industry. According to Zˇabkar et al. (2010), providing services in high quality manner is crucial since they will create tourists' satisfaction. Tourists' satisfaction would result on positive word of mouth and publicity for a destination. In addition, having tourists with repeated visits to a

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specific destination, would certainly have impact on financial status of suppliers in this industry. Battour (2010) also advocates the impact of achieving customer satisfaction is to be capable of continuing to live and better compete with rivals.

Zˇabkar et al. (2010) believe that satisfaction can be regarded as an "emotional response" followed from some "cognitive responses" to factors such as quality of services and what tourists have experienced from the services provided.

Reviewing the literature shows that there are many researchers who are unanimous on this issue that tourists' satisfaction can be based on their evaluation of destination's various attributes (Yoon and Uysal, 2005; Crompton and Love, 1995; Kozak, 2002; Joaquıˊn Alegre and Jaume Garau, 2010; Baker and Crompton, 2000).

Followed by the works of Kano et al. (1984), Kano (1984), Brandt (1987) and Vavra (1997), Mutzler and Sauerwien (2002) proposed a model in which they have classified the satisfaction factors into three groups based on the way they impact consumers' satisfaction and they are as follows: "basic factors" which refers to those factors that their existence would not increase consumers' satisfaction but lack of them will lead to consumers' dissatisfaction; the next one is "excitement factors" that will generate consumers' satisfaction although they would not lead to dissatisfaction if they are not provided, and the last factor is "performance factor" these factors can generate both satisfaction when they do exist and are performed in a good way and dissatisfaction when they are not

performed well. This Kino model is being used in many industries such as tourism industry (Cited in Joaqui 'n Alegre and JaumeGarau, 2010, pp. 56).

Xia et al. (2009) believe that tourists' satisfaction can be triggered based on emotional or cognitive side of tourism activities, identifying some of the tourist satisfaction factors such as "destination image", "tourists' expectations" and, "perceived quality".

Generally, customer satisfaction can be used to measure the market's performance and achieving competitive advantage (Kozak, 2002). By gaining customers' satisfaction, many things can be achieved such as profitability, positive publicity and word of mouth, winning a larger market share and customer loyalty; achieving these factors, will lead to obtaining strategic goals and objectives of the business. Therefore, these positive achievements can also be applied to tourism industry (Yuksel and Yuksel, 2007; Arnold et al. 2005; Akama and Kieti, 2003).

2.7. Islamic Attributes

In Islam, Muslims should travel to different places so that to praise the greatness and beauty of God; based on Quran practices, Muslims must be hospitable and generous toward visitors.

Relationship between tourism and religion has been discussed in some studies (Battour, 2010; Weidenfeld and Ron, 2008; Poria et al., 2003; Erik, 2003; Fleischer, 2000; Richard and Priya, 2005; Digance, 2003). But still, there is a

need for a comprehensive study on Islamic attributes and its effect on the motivational factors and Muslim tourists' satisfaction.

In general when targeting Muslim tourists, tourism industry must make sure to consider all the Islamic needs of these customers and make the Islamic attribute available for them as far as they can, to keep them satisfied.

According to Henderson (2003), some Muslim countries due to being more liberal or concerning the benefits of tourism in terms of what they may achieve or may lose, will accept tourists into their countries. For instance Malaysia is considered as being moderate in welcoming different tourists from different countries where they attempt to satisfy their tourists' needs as well (Kayat 2002; Henderson, 2003). In contrast, other Islamic countries such as Iran with strong Islamic attributes manage the tourism industry differently. Islamic attribute and political situations of Iran may be favorable for some Muslim countries but it may not be favorable to other countries; Iran despite its superior place in term of tourist attractions like historical places and beautiful sceneries just holds 0.04% of the total income of world's tourism industry (Faghri, 2008).

But let's see what the Islamic attributes are. Islamic attributes are those factors that should be catered in order to respond to Muslim's needs such as providing them with halal food (Hashim et al., 2007), availability of prayer's facilities (Battour, 2010; Syed, 2001), dress code (Zamani-Farahani and Henderson, 2010), Outlawing alcoholic drinks and gambling (Din, 1989). These Islamic attributes are available in Muslim countries and can be catered in non-

Muslim countries to attract their Muslim tourists' segment. There is no literature review on the effect of Iran's Islamic attributes on Muslim tourists' satisfaction. In this study it is attempted to clarify this issue.

2.8. Chapter Summary

Throughout this chapter the following topics have been discussed; the motivation theory and two mostly focused motivational factors: push and pull factors. The push factors are rising internally which can be both emotionally and cognitively.

Push factors are the answer to this question that whether we should go on a vacation? These factors push people to make decision in favor of traveling; factors such as relaxation, family attachment, social communication and interaction (Uysal and Hagan, 1993; Kozak, 2002; Goossens, 2000; Crompton, 1979; Yoon and Uysal, 2005; Klenosky, 2002; Uysal and Jurowski, 1994).

Pull factors represent those environmental factors that will attract tourists to a destination (You et al., 2000; Uysal and Hagan, 1993; Kim et al., 2007; Yuan and Mcdonald, 1990; Uysal and Jurowski, 1994; Klenosky, 2002; Uysal and Hagan, 1993).

Later, it was attempted to clarify the relationship between pull and push motivational factors (Uysal and Jurowsky, 1994; Dan 1982). This topic is followed by the tourist satisfaction and finally Islamic attributes, highlighting that there's not enough studies on the impact of Islamic attributes on both push and pull motivational factors that may lead to tourists' satisfaction.

CHAPTER THREE
METHODOLOGY and RESEARCH DESIGN

3.1. INTRODUCTION

Understanding Muslim tourists' behavior, by focusing on Iran's Islamic attributes is the objective of this study. Therefore, choosing an appropriate methodology for achieving this objective is crucial. A methodology capable of measuring all the variables and presenting the research design, which consists of several techniques for data analyzing, had to be chosen. For enhancing the validity of the research, several methods and procedures must be chosen properly.

According to Cohen et al. (2003) and Sarantakos (2005), methodology shows how a research has been conducted whereas methods refer to sets of tools and techniques used for data collection and data analysis.

In this chapter, it has been attempted to clarify and describe the development of hypotheses and the measures which have been used. In addition a detailed explanation of the data collection procedures and the techniques used for analyzing data is also provided.

3.2. Research Methods

When the research questions are designed then the next step is to choose an appropriate methodology. Generally there are two types of methods which can be used to do the data collection and research analysis: Quantitative method and

Qualitative method. Both of them are valid and usable. But the main concern is their legitimacy for a research not their quality (Sarantakos, 2005). Remenyi and Williams (1998) argue that, this issue can be solved through looking at the research questions. The research questions can determine which type of research methods should be used.

In this research, considering the research questions, the most suitable research method was determined to be quantitative method. Natural sciences are where the quantitative methods have been used for the first time. This type of research method can be used and proceed through a set of questionnaires in which some choices are determined for respondents; moreover, the sample size should be large enough to conduct this method. The research questions, research design as well as the research framework are all structured in advance; this method is comprised of a questionnaire and experiments. The researcher must be capable of evaluating and statistically analyzing the collected data (Cavana et al. 2008; Creswell, 1994).

3.3. Research Hypotheses

Throughout the literature review, several studies on the push and pull motivational factors have been found. They also clarified the relationship between these motivational factors and tourists' satisfaction. (Uysal and Hagan, 1993; Kozak, 2002; Goossens, 2000; Crompton, 1979; Yoon and Uysal, 2005; Uysal and Jurowski, 1994; You et al., 2000; Kim et al., 2007; Yuan and

Mcdonald, 1990; Klenosky, 2002; Dann, 1981). Push and Pull motivational variables have impact on tourists' satisfaction; regarding this issue the following hypotheses have been suggested:

H1: The push motivational factors (PSHM) can impact tourists' satisfaction positively.

H2: The pull motivational factors (PLLM) can impact tourists' satisfaction positively.

Previous studies, have explored the relationship among religion, behavior and buying decisions (Hirschman, 1981; Battour, 2010, Delener, 1990; Essoo and Dibb, 2004). Trying to satisfy Muslim tourists' religious needs will enhance their satisfaction (Weidenfeld, 2006); considering this issue, the following hypotheses have been recommended:

H3: Islamic attribute of destination (IAD) moderates the relationship amongst the push (PSHM) motivational factors and tourists' satisfaction (OTS).

H4: Islamic attribute destination (IAD) moderates the relationship amongst the pull (PLLM) motivational factors and tourists' satisfaction (OTS).
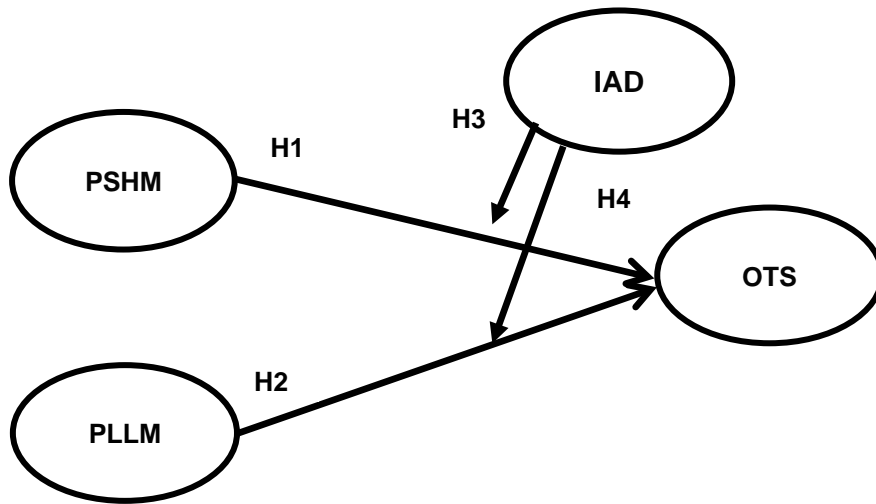
Figure 3.1
The Research Hypotheses
Key: (PSHM) Push motivations; (PLLM) Pull motivations; (IAD) Islamic attribute of destination; (OST) tourists' overall satisfaction.

3.4. Data Collection

In this study, for collecting data, a structured questionnaire has been used. This questionnaire is comprised of four parts. The first part consists of two sub-sections including push (PSHM), and (PLLM) motivational factors; including 30 push motivational factors (PSHM) and 24 pull motivational (PLLM) attributes; Parts two and three focus on the Islamic attributes of destination (IAD), followed by tourists' overall satisfaction (OTS) which is comprised of 18 Islamic attributes and part three includes four overall satisfaction statements. In the last part which is part four, it is attempted to obtain respondents general particulars through 8 questions that respondents had to fill out. It should be noted that this

questionnaire has been taken from Battour's study (2010) and has been used for this study by his permission.

The statements' measurement of this questionnaire is based on a five point Likert scale, by assigning 1 for "not important at all" and relatively 5 for representing "very important"; in the next two parts, for Islamic attributes and tourists' overall satisfaction, respondents are provided by some statements relevant to the section's variable, also measured through Likert scale from 1 to 5. The questionnaire was presented in two versions, Arabic and English formats in order to be convenient for those who do not know English. Two versions of the questionnaire are attached in the appendix B. The sources of the items included in the questionnaire have been summarized in the following table:

Table 3.1
The sources of measurement items

Variables	Source of Measurement Items
PSHM	(Baloglu&Uysal, 1996; Jang &Cai, 2002; Kim et al., 2007; Yoon &Uysal, 2005)
PLLM	(Baloglu&Uysal, 1996; Jang &Cai, 2002; Jang & Wu, 2006; Yoon &Uysal, 2005)
IAD	Developed by Battour, 2010
OTS	(Bigné et al., 2005; Chi &Qu, 2008; Del Bosque & Martín, 2008; Yoon &Uysal, 2005)

Source: *Battour, 2010*

3.5. Data Analysis

In this section, the techniques which were used to analyze the quantitative data are explained.

3.5.1. Analysis of data surveys

In this section, statistical techniques have been used to do the analysis. The conducted analysis techniques which have been used include: descriptive statistics, quantitative data analysis by applying EFA and PLS. To evaluate the relationship between the hypotheses that have been suggested, the PLS has been used. These are explained in detail in the following sub-sections:

3.5.1.1. Exploratory Factor Analysis Procedures

Exploratory factor analysis procedures must be conducted to determine the basis of structures which are related to a larger number of variables. This is the most frequently used tool for analyzing factors; so this technique tries to discover the factors that can describe the pattern of correlations among existing variables.

Hair et al. (2010) argue that the EFA can be used when data reduction is a requisite for proceeding to data analysis, by determining a small number of variables that can describe and clarify the most variance seen among larger group of variables.

There could be various reasons for doing the factor analysis; some of the reasons determined by Gorsuch (1983) are as follows: (Cited in Battour, 2010, pp.132)

1) To reduce the number of factors; since, having large number of factors may interrupt the process of modeling the measures separately.

2) Factor analysis can also be used when we want to create a subset that consists of the highest correlation among original variables and the major component factors.

3) To create a set of variables as uncorrelated items to be capable of managing multicollinearity in procedures like multiple regressions. According to Battour (2010), the multicollinearity refers to the situation in which variable's effect can be predicated by other variables; this can be measured and controlled by variance inflating factors (VIF). If the value of VIF is greater than 10, then we are facing multicollinearity.

4) To delete one item when it "cross-load on more than one factor"; and for evaluating and ensuring of a scale or index by showing that its component items just load on same factor.

Some of the EFA requirements which are needed to be done on data set are: determining the sample size, Bartlett's test of sphericity and Keiser-Meyer-Olkin (KMO) index that will be discussed in the following paragraphs.

According to Malhotra (2007), the sample size is a very important issue when conducting a survey; it depends on the number of factors and the techniques

used for data analysis. Hair et al. (2010) explain the sample size adequacy in this way that, sample size should be at least 100 when the model consists of five or less than five constructs that each of these constructs has at least three items, having high communality of 0.6 or higher among them. Moreover, Hair et al. (2010) also advocate that the sample size should not be less than150, when the models have seven or less than seven constructs, and there is moderate communalities of around 0.5 among the items. Malhotra (2007) explains that the sample size can be 300 when the model consists of seven or less constructs (less than three items), having low communalities of 0.45 amongst its items. But when there are many constructs and/or less than three items having low communalities, the sample size should be 500 (Hair et al., 2010). Cliffs (1987) also believes that a sample size of 150 is sufficient for 40 variables in a scale.

The system used for data analysis for this study was partial least square (PLS). According to Chin et al. (2003) the minimum number of sample size when using PLS is 100. In this study the sample size is 186 (male: 116, female: 70); therefore, based on this statement the sample size is adequate for current study.

According to Tanachnick and Fidell (2007), for measuring the sample size adequacy, the Kaiser-Myer-Olkin (KMO) can be applied to evaluate the suitability of data for factor analysis. The KMO was applied to check whether there is a need for factor analysis or not as well as to determine if the correlation among the variables are small. The value of KMO should be between 0 and 1.0. KMO of 0.6 and above will lead to factor analysis.

Bartlett test of sphericity is another test, which can measure total significance of the correlation in the matrix. According to Nunnally (1978), it is better to have low level of significance but large test statistic values for sphericity. Also, it is believed that the data can be analyzed if the value of Bartlett's test of sphericity is more than 0.5 significant (Tabachnik and Fidell, 2007).

3.5.1.2. Techniques for Assessing the Measurement Model

For measuring and evaluating the construct validity one can use measurement model tools to check the extent to which measures evaluate what they have to assess, properly (Malhotra, 2007; Churchill, 1979; Hair et al., 2010; Cavana et al., 2008).

Based on O'Leary-Kelly and Vokurka (1998), before conducting construct validity some issues must be considered and fulfilled: Content/face validity, unidimensionality, reliability, convergent validity, discriminant validity. Each described here.

3.5.1.2 (a) Unidimensionality

Unidimensionality refers to a situation in which an underlying construct can explain set of items which are significantly related to the underlying construct and each item are related to one latent variable (Hair et al. 2010; O'Leary-Kelly and Vokurka). EFA shows that all the items are only loads to one construct with factor loading value of ±0.5; the regression weights are 0.5 or higher with their significant t-values (t-value ≥ 1.96 at a=0.05)

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3.5.1.2 (b) Reliability

To establish consistency among different measurements of variables reliability tests are being conducted to make sure that the measures are free of error (O'Leary-Kelly and Vokurka, 1998; Pallant, 2005; Hair et al, 2010). According to Hair et al., high levels of reliability will exist if the Cronbach's alpha or reliability coefficient is higher than 0.7.

3.5.1.2 (c) Convergent Validity

This is for testing the extent to which same constructs are related to each other by designing instrument for measuring that (Malhotra, 2007); or in other words, to show that there is convergence among similar constructs. Indicators related to the each construct will be measured to calculate the average variance extracted (AVE) (Battour, 2010).

Based on Fornel and Larcker (1981), the validity of the construct and the individual indicators will be doubtful when the AVE is lower than .50. This reveals that the variance took by errors derived from its measures, is larger than the variance derived from the construct.

3.5.1.2 (d) Discriminant Validity

Discriminant validity clarifies the situation in which measures are new and not related to other variables (Churchill, 1979). It shows how and to what extent the constructs' measures are different from each other (Battour, 2010). As suggested by Fornel and Larcker (1981), discriminant Validity is chosen and examined for

this study. When AVE is higher than its common variance with other construct, discriminant validity can be recognized.

3.5.1.3. Techniques for Structural Model Assessment and Hypothesis Testing

For evaluating the structural model of this study, the partial least square (PLS) has been chosen. Generally, PLS is used to explain variances and to ensure confirmatory of the theories; it can also reduce the remaining variance of the dependent variables in the proposed models (Gefen et al. 2000).

According to Chin (1998), the PLS can also be used to predict whether there would be a relationship among the variables or not, as well as providing some recommendation to further the study and testing. So, PLS can be considered as, being a prediction model (Chin, 1998).

Reasons for using PLS for this study would be as follows:

1) PLS would be the best choice where there are some new measures and relationship which have not been examined before and the literature review also has not studied them sufficiently (Hair et al., 2010; Ainuddin et al., 2007).

2) PLS can be applicable, when the theory is not established sufficiently and the proposed relationship may or may not exist (Chin, 1998).

3) PLS would be a better choice for analyzing when the relationship between variables is not strong enough (Falk and Miller, 1992).

4) Determining the relationship among the recognized indicators to their hidden variable is crucial for validating exploratory models; this can be done through PLS.

5) For complex models, it is better to use PLS where the main effort is highlighting the prediction and showing the interaction effects of hidden variables, (Chin et al., 2003). In this study there is a moderating variable in the model therefore using PLS is mandatory.

6) It is suggested to apply PLS when start developing a model; this could be regarded as a regression based approach.

Two phases of analysis have been utilized when examining the relationship between two constructs as well as testing the proposed hypotheses; this was to evaluate the structural model: once the model was tested with moderating variable and the next without moderating variable. The Path modeling has been used to examine the models by applying the SmartPLS software (http://www.smartpls.com)

The significance of hypotheses has been checked through determining the path coefficient and R^2 values. The strength of the relationships which exist among the exogenous and endogenous variable can be best certified through the path coefficient, whereas R^2 value, reveals the model's predictive power for endogenous variables (Battour, 2010, pp. 144).

To show the significance of paths, t-value should be calculated by utilizing bootstrap in which data are resampled to assess the uncertainty (Chin, 1998).

3.6. CHAPTER SUMMARY

In this chapter an in-depth description of the research design, methodology, data collection and analysis methods, have been provided. To achieve study objectives a quantitative approach has been utilized. The research framework and the hypotheses were tested by using partial least square (PLS). In the next chapters, the study's results are being provided. In addition, the implications of findings are being discussed.

CHAPTER FOUR
DATA ANALYSIS

4.1. INTRODUCTION

The main goal of this study is to examine the relationship among different constructs in the model which are push motivation (PSHM), pull motivation (PLLM), tourists' satisfaction (OTS) and Islamic attributes of destination (IAD). This chapter describes the results of data analyzed by techniques described in Chapter Three.

4.2. Survey Results

This section presents the analysis for the survey in congruence with the techniques described in chapter three. The content and face validity of the questionnaire was determined when the IAD construct developed. For measuring the theoretical construct, a questionnaire which consists of eight pages has been utilized. The questionnaire was distributed amongst tourists in three different cities in Iran: Mashhad, Isfahan and Tehran. The collected data have been coded, edited and cleaned and were prepared to be analyzed further.

4.2.1. Data Preparation

To prepare data means to extract data from questionnaire and insert them into computer. This is to ensure the primary data are complete and error free; because we may face some problems which may result from having a missed value, or inserting the data mistakenly, and having a non-normal distribution (Hair et al., 2010). This stage is comprised of several steps which are as follows: data

editing, data coding, data entry, error detection and data cleaning and screening (Hair et al., 2010). Each of these steps is described in the following paragraphs.

- ***Data Coding***

In this questionnaire there were not any open-ended questions therefore, the coding was uncomplicated. Thus, in this step numerical values were assigned to all the questions (Hair, et al., 2003), except the last section which was designed and provided to tourists' if they wanted to leave any comments.

- ***Data Editing***

In this step, it is attempted to check all the pages and questions of the questionnaire to be filled out and to check for the quality of data to ensure their usability and their accordance with the standards (Churchill, 1999; Hair et al., 2003). After editing the raw data and confirming their congruence with the accepted quality standards, it is time to insert the data into SPSS software.

- ***Data Cleaning and Screening***

The errors were identified in this step after transferring and editing the raw data into computer. This is an important step; according to Hair et al. (2010), if this step gets missed or skipped, several problems will arise and impact the values and results of the statistical tests. Therefore, data were checked and edited; SPSS 19 was used for each variable for checking the outlier responses and missing data. Three cases with illegal responses were noted and corrected.

4.2.2. The Respondent Profiles

In this section general information about respondents are being provided so that to provide a concise explanation about the samples' profile in this study. This information are based on gender, marital status, age, educational level, monthly income, level of religiosity and country of origin. Table 4.1 presents the respondents' country of origin.

Table 4.1
Respondents' Country of Origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Saudi Arabia	28	15.1	15.1	15.1
Turkey	20	10.8	10.8	25.8
Kuwait	68	36.6	36.6	62.4
Pakistan	4	2.2	2.2	64.5
UAE	17	9.1	9.1	73.7
Lebanon	7	3.8	3.8	77.4
Bahrain	29	15.6	15.6	93.0
Malaysia	2	1.1	1.1	94.1
Afghanistan	1	.5	.5	94.6
Iraq	8	4.3	4.3	98.9
Tajikistan	2	1.1	1.1	100.0
Total	186	100.0	100.0	

In terms of gender, table 4.2 shows that 62.4 % of respondents were male and 37.6% were female. The classification of samples in terms of their marital status presents that 32.8% of respondents were single, 33.9% married without children, 29.0% married with children and 4.3% divorced. By age, 87.1% are above 25 years old. By education level, 60.8% of the samples have a university degree

and postgraduates and the rest are in primary (or less), secondary and intermediate. In terms of monthly income, 34% admitted that they earn less than 1000 USD, whereas 25.3% of respondents claim to earn 1000-2999 USD, 20.4% earn 3000-5999 USD, 11.8% earn 6000-11,999 USD, 8.1% earn 12000 USD and over. By religiosity, 5.4% categorize themselves as secular, 18.8% as mildly religious, 50.5% as religious and 25.3% as very religious.

4.2.3 Exploratory Factor Analysis (EFA) results

The skewness and kurtosis values have been examined to ensure the assumption of normality. The skewness values for measurement items range from -1 to +1 and Kurtosis values for measurement items range from -3 to +3. The full range of skewness is included in the Appendix A.

KMO index and Bartlett's test of sphericity evaluated the suitability of data set. The data were classified into three different groups, which are shown in the table 4.3. The table shows that the KMO indices are higher than 0.5 (as suggested by Hair et al., 2010), whereas the results of Bartlett's test of sphericity are all significant ($p= 0.000$) as a result, the outcome of these tests reveals the suitability of data for EFA.

Table 4.2

Respondents' profile

Profile	Frequency	Percentage
By Gender		
Male	116	62.4
Female	70	37.6
By Marital Status		
Single	61	32.8
Married without children	63	33.9
Married with children	54	29.0
Divorced	8	4.3
By age		
Under 25	24	12.9
25-34	83	44.6
35-44	50	26.9
45 or over	29	15.6
By education level		
Primary (or less)	5	2.7
Secondary	12	6.5
Intermediate	56	30.1
University	93	50.0
Post Graduate	20	10.8
By income		
Less than 1000 USD	64	34.4
1000 – 2999 USD	47	25.3
3000 – 5999 USD	38	20.4
6000 – 11,999 USD	22	11.8
12000 USD and over	15	8.1
By religiosity		
Secular	10	5.4
Mildly religious	35	18.8
Religious	94	50.5
Very religious	47	25.3

Table 4.3

Results of Examination of Variables for EFA Suitability

Variable	No. of items	KMO Index	*p*- Value (Bartlett's Test of Sphericity)	Remark
PSHM	30	.852	.000	Suitable
PLLM	24	.932	.000	Suitable
IAD	18	.914	.000	Suitable

4.2.3.1. Push Motivation Factors

When the suitability of data were confirmed in the previous stage, it was time to analyze the 30 items of push motivation factors by using principal component analysis (PCA).

The results of the PCA and Varimax are shown in the table 4. 4 Based on the commonality of items loading on each factor, eight push motivational factors have been identified and labeled as Experience life style, Achievement, Escape & Explore, Knowledge, Family togetherness, Relaxation and Adventure, Sports and Prestige.

The total variance of these eight factors is 68.55. In addition the Cronbach's alpha was also calculated to examine the reliability of each factor. Based on what Nunnally and Bernstein (1994) have suggested, the alpha coefficients for seven factors are above .70, except for factor eight which is prestige.

The first factor, in the table 4.4 is Experience life style which shows the variance of 31.77 and the Cronbach's alpha of .755.One of the items related to this factor is having a change from ordinary life which has been described and focused in previous studies as well (Kim et al., 2003; Hanqin and Lam, 1999; Kim and Lee, 2002; Uysal and Jurowski, 1994; Jang and Cai, 2002).

The second factor which is achievement shows 7.86 % of variance. The Cronbach's alpha of this factor is .741.

Factor 3 which is Escape& Explore, described 6.78% of variance and the Cronbach's alpha of this factor is .813.

Factor 4 is knowledge which explains 5.30% of variance. The items loaded under this factor are associated with increasing knowledge which is related to gaining knowledge about historical places and experiencing new tastes of food and culture that have been reported previously in different studies (Jang and Wu, 2006; Cha et al., 1995; Kim et al., 2006; Jang and Cai, 2002; Correria et al., 2007). The Cronbach's alpha of this factor is .819 which is considered to be very high.

Factor 5 is family togetherness with the variance of 4.81%. The items loaded under this factor linked to communicate in the society which has been refer to in other studies as well (Jang and Cai, 2002; Kim and Jogaratnam, 2002; Jang and Wu, 2006; Cha et al., 1995; Kim et al., 2006). The Cronbach's alpha for this factor is .816 which is very high.

Factor 6 is Relaxation and adventure with the variance of 4.46 and the Cronbach's alpha of .742.

Factor 7 is Sports with the variance of 4.9 and Cronbach's alpha for this factor is .759. . All the items loaded under this factor are associated with sport activities which have been focused by other researchers too (Kozak, 2002; Yoon and Uysal, 2005; Cha et al., 1995; Uysal and Jurowski, 1994).

Factor 8 is Prestige with the variance of 3.45 and a very low Cronbach's alpha of .671.

Table 4.4
Push Factors

Push factors	Loading	Variance explained	Cronbach's alpha
Factor 1: Experience life style		31.77	.755
Getting away from demands at home	.677		
Experiencing a simpler life	.797		
Escaping from ordinary	.634		
Factor 2: Achievement		7.86	.741
Finding thrills and excitement	.737		
Being entertained and having fun	.766		
Seeing and experiencing a foreign destination	.701		
Factor 3: Escape & Explore		6.78	.813
Learning new things or increasing knowledge	.631		
Getting a chance from a busy job	.745		
Going places friends have not been	.775		
Factor 4: Knowledge		5.30	.819
Visiting historical places	.600		
Trying new food	.638		
Meeting new people	.758		
Doing nothing at all	.647		
Factor 5: Family Togetherness		4.81	.816
Visiting places my family came from	.701		
Visiting friends and relatives	.829		
Being together as a family	.718		
Factor 6: Relaxation and Adventure		4.46	.742
Being daring and adventurous	.681		
Being free to act how I feel	.643		
Rediscovering myself	.819		
Factor 7: Sports		4.09	.759
Participating in sports	.745		
Desire to watch sports events	.793		
Participate in physical activity	.839		
Factor 8: Prestige		3.45	.671
Talking about trip	.643		
Rediscovering past good times	.710		

Total variance explained   =   68.55

4.2.3.2. Pull Motivational Factors

24 items of pull factors were analyzed by principle component analysis (PCA). The relative results are shown the table 4.5. Three factors have been identified, pulled out and labeled as cleanliness and shopping, wide space and weather as well as different culture. The total percentage of variance explicated by the three factors was 63.23% with the Cronbach's alpha above .70 which was in accordance to what Nunnally and Bernstein (1994) have recommended.

Table 4.5
Pull Factors

Pull factors	Loading	Variance explained	Cronbach's alpha
Factor 1: Cleanliness &Shopping		51.73	.859
Modern cities	.726		
Variety of activities to see	.745		
Standards of hygiene and cleanness	.609		
Shopping Facilities	.694		
Reliance/privacy	.671		
High quality restaurant	.617		
Factor 2: Wide Space &Natural Scenery		6.52	.855
Natural ecological sites	.777		
Wilderness and undisturbed nature	.862		
Quality beach	.756		
Interesting and friendly local people	.615		
Factor 3: Accommodation		5.96	.736
First class hotels	.615		
Budget accommodation	.797		
Wide spaces to get away	.768		
Total variance explained = 63.23			

The first factor which can be seen in the table 4.5 is cleanliness & shopping with variance of 51.73% and a Cronbach's alpha of .859 which is considered to be very high.

The second factor is wide space & natural scenery which explains 6.52% variance and Cronbach's alpha of .855. The items loaded under this factor are mostly related to the desire and the need to discover ecological sites and undisturbed nature and socialization with new local people which have been investigated in previous studies on tourism motivations (Chi and Qu, 2008; Jang and Wu, 2006; Bigne et al., 2005; Del Bosque and Martin, 2008).

The third factor which is different culture has the variance of 5.96% and a Cronbach's alpha of .736 which is also acceptable.

4.2.3.3. Islamic Attribute of Destination Factors

18 items of Islamic attributes of destination have been analyzed by same analytical techniques. To confirm the result of constant improvement phases and ensuring the basis structure of suggested items, an EFA analysis has been utilized too. The following table 4.6 illustrates the results of PCA and Varimax. Four factors have been identified, pulled out and labelled as worship facilities & halal food, alcohol-gambling free& dress codes, general Islamic morality and Islamic entertainments. The total variance identified for these four factors is 83.23% which is acceptable according to Nunnally and Bernstein (1994) who have recommended .70 and above.

Table 4.6
Islamic Attributes of Destination Factors

IAD factors	Loading	Variance explained	Cronbach's alpha
Factor 1: Worship Facilities &Halal Food		61.44	.955
Availability of mosque	.621		
Availability of prayer facility at tourists sites	.753		
Loud pronounce of azan	.678		
Placement of Qibla stickers in hotel rooms	.748		
Placing a copy of Qur'an in each hotel room	.707		
Water supply available in toilets at tourist sites	.789		
Halal food at tourist sites	.764		
Halal kitchen in hotels and restaurants	.750		
Factor 2: Alcohol-gambling free & Dress Codes		10.11	.956
Banning of alcoholic drinks at public places	.807		
Banning of gambling activities at public places	.811		
Observation of Islamic dress code at hotel	.859		
Dominance of Islamic dress code in public	.857		
Factor 3: General Islamic Morality		6.01	.887
Banning of sex channels in hotel	.849		
Banning prostitution	.887		
Banning display of affection btwn sexes in public	.738		
Movies shown on TV	.644		
Factor 4: Islamic Entertainments		5.66	.952
Segregated areas for women at beaches	.877		
Hotels with separate swimming pools and gym	.887		
Total variance explained	**83.23**		

The first factor which is worship facilities & halal food has the variance of 61.44% which is very high. This factor is comprised of eight items with a Cronbach's alpha of .955 which is also relatively high. The second factor is alcohol-gambling free environments and dress codes that explain 10.11% of variance and Cronbach's alpha of .956 which can be considered to be very high. Factor three is general Islamic morality with the variance of 6.01% and the Cronbach's alpha of .887; the last factor which has been extracted is Islamic

entertainments with the variance of 5.66% and the suitability of .952 Cronbach's alpha.

Table 4.7presents the items which have been dropped in the EFA. Six factors were dropped from push motivational factors and eleven factors from pull factors whereas no items were dropped from IAD.

Table 4.7
Summary of Items Dropped in Exploratory Factor Analysis

Variable	Original No. of items	No. of items dropped	Description of Items Dropped in EFA
PSHM	30	6	Learning new things or increasing knowledge
			Seeing as much as possible
			Indulging in luxury
			Feeling at home from home
			Feeling safe and secure
			Adventure of reduced air fares
PLLM	24	11	Exotic atmosphere
			Manageable size to see everything
			Reliable weather
			Personal safety
			Outstanding scenery
			Mountainous areas
			Different culture from my own
			Historical old cities
			Interesting town/ village
			Seaside
			Water sports

4.2.4. Measurement Model

The measurement model's constructs were evaluated by applying several validity tests such as unidimensionality, reliability, convergent validity and discriminant validity. These assessments have been explained in chapter three, section 3.5.1.2; followings are the procedures which have to be fulfilled for statistical techniques.

4.2.4.1. Unidimensionality and Reliability

In this study, for measuring and evaluating the undimensionality, the items must be linked and related to the basis construct significantly; in addition the items must be related to one and only one hidden variable.

Table 4.8
The Results of Unidimensionality and Reliability Assessment

	Unidimensionality	Reliability	
	Factor loading	**Cronbach's Alpha**	**Composite Reliability**
PLLM	0.609-0.862	0.736-0.859	0.921
PSHM	0.600-0.839	0.878-0.943	0.915
IAD	0.621-0.887	0.887-0.956	0.965
OTS		0.820	0.906
Acceptable level	**±0.3 to ±0.4; ideally ±0.5**	**α≥0.7**	**CR≥0.7**

It can be seen in table 4.8 that the items in EFA have the loadings of ≥ 0.5 (0.600 to 0.887), so this shows that the items used in the current study are associated with their underlying constructs and as a result the undimensionality has been established in this study.

According to Malhotra (2007), reliability refers to the amount that a scale produces consistent results in case of repeating the measurement. To achieve a desired and acceptable reliability a recommended procedure was followed and Cronbach's alpha and composite reliability have been used. In table 4.8 the alpha ranges from 0.736 to 0.956 since all of them are above the threshold of 0.7 recommended by Hair et al. (2010), they are all acceptable and reliable. The composite reliability values have been derived from CFA which shows that all of the values are above 0.7 and are highly reliable.

4.2.4.2. Convergent validity

The average variance extracted (AVE) has been used to evaluate the convergent validity. The process has been run with smartPLS for the whole measurement model. AVE is the extent of variance, captured by the construct in relation to the amount of variance, attributed to measurement errors (Battour, 2010, pp. 162). If the AVE is less than 0.50 then the variance developed from the measurement error will surpass from the variance arising from constructs (Fornell and Larcker. 1981).

Table 4.9
Assessment of Convergent Validity

Construct	AVE
PSHM	0.520
PLLM	0.513
IAD	0.614
OTS	0.709

According to Battor and Battour (2010c) and suggested by Fornell and Larcker (1981) the convergent validity is recognized only if the AVE for each construct be 0.50 or more of total variance. The table 4.9 is provided by the AVE measures that all of them are higher than 0.50. Based on table 4.9, the convergent validity for push motivational factors is 0.520, pull factors 0.513, Islamic attributes of destination 0.614 and overall tourists' satisfaction 0.709; all of them have the suitable and acceptable convergent validity.

4.2.4.3. Discriminant Validity

The discriminant Validity refers to the situation in which the square root of AVE for each construct is greater than the value of correlation between given construct and each of other constructs; or in other words, AVE value is higher than the variance it shares with other constructs (Battour, 2010; Fornell and Lacker, 1981).The bold numbers in diagonal order in Table 4.10 presents the square root of AVE which is always larger than the correlation values. Based on the result shown in table 4.10 it can be considered that acceptable discriminant validity has been identified.

Table 4.10
Correlation between Constructs

	PSHM	PLLM	IAD	OTS
PSHM	**0.721**			
PLLM	0.529	**0.716**		
IAD	0.190	0.185	**0.783**	
OTS	0.373	0.553	0.362	**0.842**

It can be concluded that the results of measurement model are acceptable and suitable to progress with assessment of structural model.

4.2.5. Analysis of the Structural Model and Testing of Hypotheses

The data has been reduced in the last section in the process of measurement model. Now only valid, reliable and composite variables are in hand which is usable in the last step for assessing the structural model. The procedure for evaluating the structural model and testing the hypotheses has been discussed in chapter three, section 3.3; the hypothesis relations have been developed in accordance with theoretical framework developed in chapter three. Table 4.11 presents the hypothesized relations suggested in this study:

Table 4.11
The Study Hypotheses

No	Hypothesis
H1	The push motivations (PSHM) positively influence overall tourist satisfaction (OTS).
H2	The pull motivations (PLLM) positively influence overall tourist satisfaction (OTS).
H3	Islamic attributes of destination (IAD) moderate the relationship between the push motivations (PSHM) and overall tourists' satisfaction (OTS).
H4	Islamic attributes of destination (IAD) moderate the relationship between the pull motivations (PLLM) and overall tourist satisfaction (OTS).

The structural model has been analyzed by using SmartPLS once with moderating variable and the next time without moderating variable to examine

the relationships between constructs in the recommended model and to test the hypotheses.

Based on the results shown in the table 4.12 all the hypotheses have been supported; they are proven by the path coefficient and significant *t*-value.

Table 4.12

Results of Hypotheses Testing Using the Structural Model Results

Hypothesis	Relationship	Path coefficient	*t*-value	Empirical conclusions
H1	PSHM → OTS	0.112	2.48*	Supported
H2	PLLM → OTS	0.477	10.50*	Supported
H3	PSHM*IAD → OTS	-0.268	8.11*	Supported
H4	PLLM*IAD → OTS	-0.253	3.04*	Supported

*Sig. if above 1.64 for 1-tailed test.

4.2.5.1. Assessing the Structural Model by having IAD

Previously, the first two hypotheses were examined and tested, now here in this section it has been attempted to study the impact of Islamic attributes of destination (IAD) as a moderating variable. This has been done in two stages by assessing the interactive effects of the moderating variable shown in PLS (Chin et al., 2003; Henseler and Chin, 2010). This evaluation is done by comparing two models in two stages respectively. The following figure (Figure 4.1) depicts the testing moderating variable.
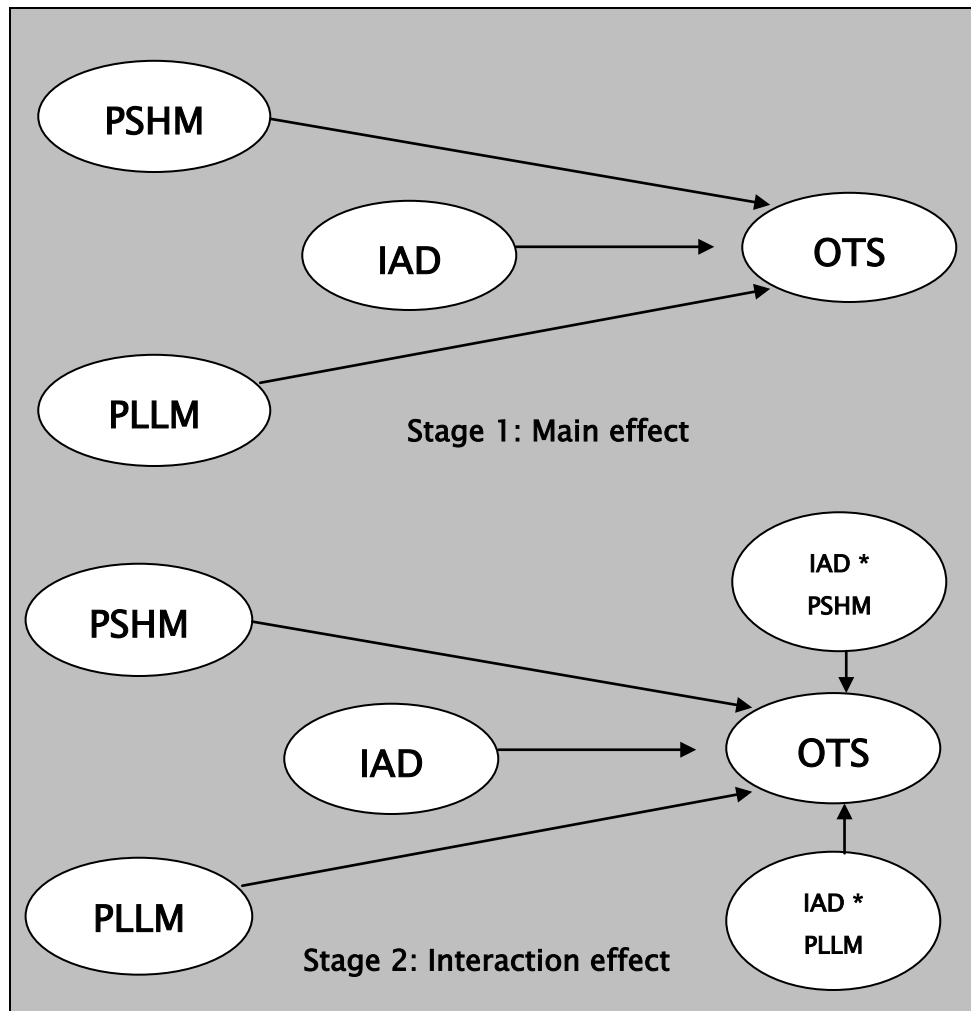
Figure 4.1
Testing Moderating variable

In the first stage, the IAD is considered as the variable with the main impact in the model whereas in the second stage, it not only preserves its role as having the main impact, but also its role of having interaction with push and pull motivations and overall tourists' satisfaction is being contemplated. A bootstrapping method for sampling with replacement has been used in this section with standard error of 500 bootstrapping. In addition the effect size f^2 has been calculated to measure the strength of theoretical relationship in the

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model. The outcome of this stage analysis shows that the direct paths of PSHM to OTS, PLLM to OTS are significant where the *t*-values (2.13 and 10.60) are greater than 1.64. The variance (R^2) as explained earlier, is 0.32 for overall tourists' satisfaction (OTS). Comparing the two stages the goodness-of-fit (GoF) (0.411 vs. 0.481) shows that the (R^2) has been increased to 0.38 proving the betterment of variance explained.

Based on the effect size (f^2) of 0.0882, the Islamic attributes of destination (IAD) have affected overall tourist satisfaction in a way which is just having moderate effect (0.0882). The increase of (R^2) appears to have influence on the moderating effects where the size effect is 0.0882. The (R^2) increase attributed to independent variable (OTS), that means IAD moderate and strengthen the relation between tourist motivation and satisfaction; however, the effect size is lower than 0.5, but the interaction is significant. So as a result, it can be seen that the model is better fit in stage 2. Table 4.13 presents the comparison between these two stages.

Table 4.13

Tests of PLS Path with Bootstrap for Stage 1 and Stage 2

	Stage 1		Stage 2	
	Path coefficient	*t*-value	Path coefficient	*t*-value
PSHM → OTS	0.110	2.13*	0.112	2.48*
PLLM→ OTS	0.482	10.60*	0.477	10.50*
IAD → OTS	0.052	1.36	-0.08	2.03*
PSHM*IAD→ OTS	-	-	-0.268	8.11*
PLLM*IAD→ OTS	-	-	-0.253	3.04*
R^2	0.32		0.38	
GoF	0.411		0.481	
f^2	-		0.0882	

*Sig. if above 1.64 for 1-tailed test.

- Average Communality stage 1 = 0.53

- Average Communality stage 2 = 0.61

For calculating the f^2 the equation suggested by Tabachnick and Fidell (2007, p.148) has been used. This procedure also reveals that the (R^2) has been increased and this increase has impacted the moderator's effect positively.

$$f^2 = \frac{R^2 \ (\text{stage 2}) \ - \ R^2 \ (\text{stage 1})}{1 - \ R^2 \ (\text{stage 1})}$$

$$f^2 = \frac{0.38 - \ 0.32}{1 - \ 0.32} = 0.0882$$

The moderating impact of IAD on the relationship between the push motivation and overall tourists' satisfaction is statistically significant as the t-value

of the interaction path (PSHM*IAD to OTS) is 8.11 which is higher than 1.64. In

addition, based on the analysis the moderating impact of IAD on the relationship

between the pull motivation and overall tourists' satisfaction is also relatively

higher than 1.64 and statistically significant as the t-value of the interaction path

(PLLM*IAD to OTS) is 3.04.In figure 4.2 presenting in following page is the final

structure model has been depicted.
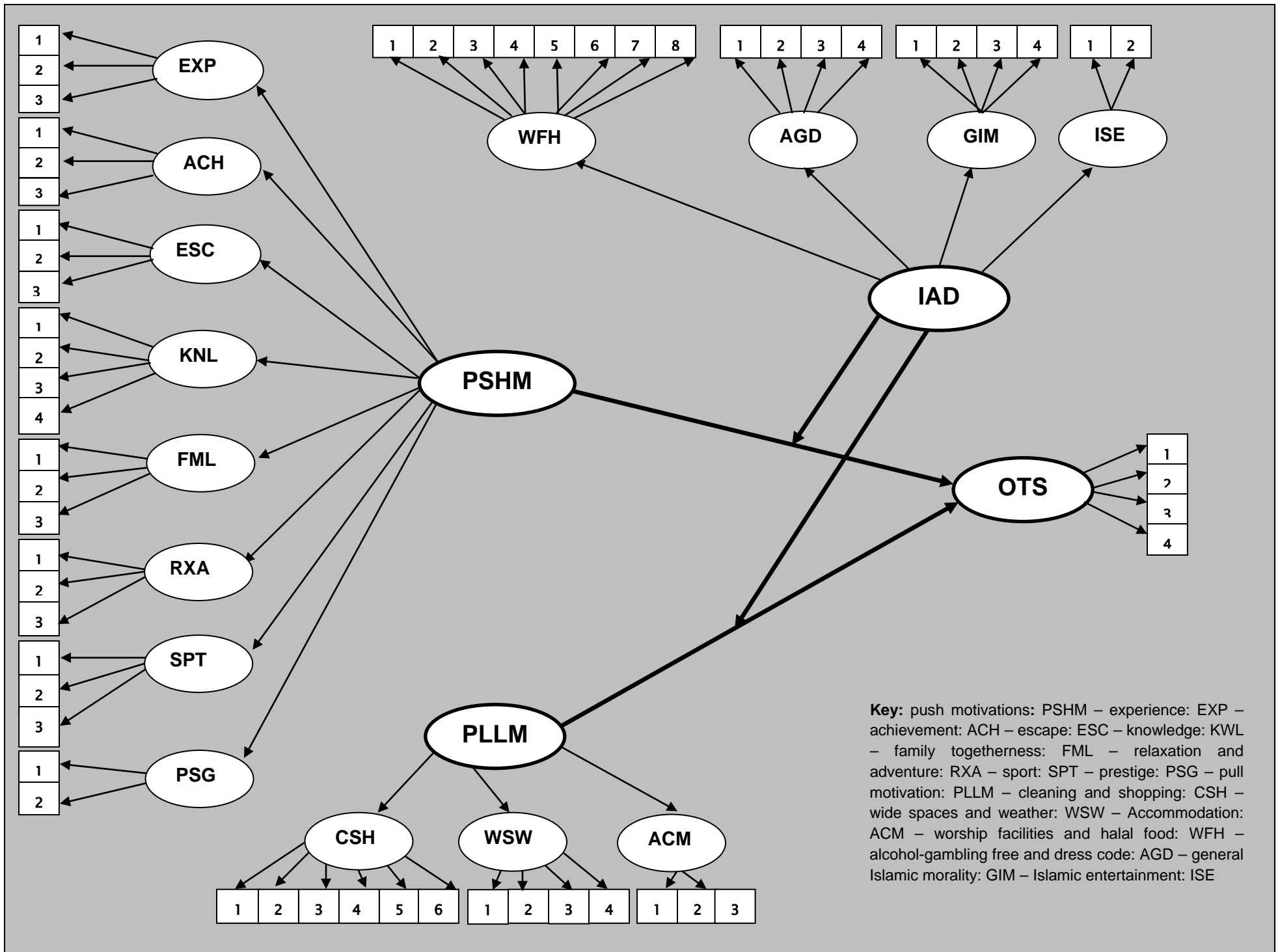
Figure 4.2
Final Structural Model

Key: push motivations**:** PSHM – experience: EXP – achievement: ACH – escape: ESC – knowledge: KWL – family togetherness: FML – relaxation and adventure: RXA – sport: SPT – prestige: PSG – pull motivation: PLLM – cleaning and shopping: CSH – wide spaces and weather: WSW – Accommodation: ACM – worship facilities and halal food: WFH – alcohol-gambling free and dress code: AGD – general Islamic morality: GIM – Islamic entertainment: ISE

4.3. Additional Comments by Respondents

When investigating the respondent's additional ideas and comments, several issues were determined by them. Based on their comments, Muslim tourists when traveling to Iran might have other concerns; because they already know that they are traveling to a Muslim country therefore they consider other issues for their satisfaction. As a result, if Iran wants to satisfy those Muslim tourists who travel to Iran, it should invest heavily on establishing more entertainment and shopping facilities, family events and activities, preserving and protecting its historical sites as well as its religious places by considering Islamic affairs.

4.4. Chapter Summary

In this chapter, it has been attempted to present all the data analysis results. Based on these results, all the hypotheses have been supported meaning that both push motivational factors and pull motivational factors examined in this study have had significant impact on Iran's Muslim tourists satisfaction and the Islamic attribute of Iran also had affected these result to some extend too. At the end the final structural model has been also illustrated.

CHAPTER FIVE
CONCLUSION& RECOMMENDATIONS

5.1. INTRODUCTION

In previous chapter (Chapter four) all the data analysis' results were presented. In this chapter the implication of the results, the limitation and challenges are discussed.

5.2. Discussion of Results

When asking people about their whys and wherefores for traveling, they may have one of these reasons: visiting families and friends, exploring a new destination, finding job opportunities, experiencing new cultures; sometimes people seek relaxation when deciding to travel, they want to escape from stressful environment of their work or home whereas, others' main reason for traveling may be having fun, being adventurous and entertained.

Whatever the reason is, it could push people to leave their hometown to satisfy a need. Nowadays, Tourism industries try to assure their tourists' satisfaction since every person can be a channel for bringing more tourists into their country.

Different countries drive tourist based on their attractions and sceneries, historical places or religious/ holy places. Iran has many natural, historical sceneries as well as an important religious place.

Iran has strong Islamic attributes compare to other countries. As mentioned in the introduction chapter, Iran enacts different laws and limitations for women

and men's appearance, relationships and communication in the society based on Islamic practices.

In this study, it has been attempted to examine Muslim tourists' overall opinions and attitudes about their visit to Iran so that to clarify the extent to which Iran's Islamic attributes have had an impact on their overall satisfaction.

Data analysis results reveal that Iran's Muslim tourists' push motivational factors such as, experiencing adventure, seeing different culture, visiting new places and etc., have positive impact on their satisfaction.

Moreover, it can be concluded that Iran's pull motivational factors such as natural sceneries, rich culture and shopping facilities have also positive relationship with Muslim tourists' overall satisfaction. This means that these natural and historical sceneries as well as shopping facilities are strong enough to drive tourist to Iran.

Considering Islamic attributes of Iran, it establishes a positive but weak impact on the relation between the motivational factors and the tourists' satisfaction. In other words, Islamic attributes moderates and strengthens the relationship between tourist motivational factors and their satisfaction but it has a minor effect on this relationship, meaning that Iran's Islamic attributes will impact tourists' satisfaction but it is not the main reason for their overall satisfaction.

In fact, some of respondents admitted that by the time they had decided to choose Iran as their destination, they knew that this country is an Islamic destination, so they already expected it to have Islamic attributes. Therefore,

availability of these Islamic attributes in Iran may not be their main concern but the natural scenery and historical places, shopping facilities and cleanliness could be an incentive for them; although in some cases where the readiness of physical activities was demanding among some Muslim tourists, the availability of Islamic attributes has been emphasized by them.

5.3. Implications for Practice

The overall findings of this study suggest Push and Pull Motivational Factors are very important in achieving tourists' satisfaction; there are few suggestions that are being offered in this regard:

Iran should invest on more facilities for tourists like establishing more shopping centers and communities where tourists can join and attend with their families and friends and should provide conditions for increasing reliance of tourists' shopping experiences. Moreover, Iran can hold more sports events to engage tourists in physical activities and sports.

In addition, this study recommends that Iran must also put more efforts on preserving its natural sceneries and historical places and provide tourists with comprehensive information by giving them barouche or audio guide about different historical or natural places when tourists visit them.

Another important issue that should be highlighted is to encourage those dealing and communicating with tourists to improve their language skills to be capable of interacting with different tourists from different countries. Moreover, internet has also become another concern for those who travel to Iran, by getting

this information through the comments some tourists have put in the questionnaire; as a result, it is suggested to provide tourists with high speed internet connection in hotels or other public places.

5.4. Challenges and Limitation

Like other researches, this study also had challenges and may have some limitations too. The major challenge was the data collection section since we were not allowed to collect data freely due to safety and security reasons in Iran. Most of Iranian hotel managers were not helpful and supportive and in most cases they refused to let the questionnaires to be distributed, referring the researcher to a department in the hotel being administered by the police. In addition, security environment was dominant everywhere which was an obstacle for collecting data without restrictions. Although it should be noted that tourists were very supportive.

As for limitations, most of Muslim tourists were Shiite, hence, to have a more accurate study Sunnis must also be considered.

5.5. Recommendations for Further Research

This study could be more comprehensive if the questionnaires were distributed amongst Muslim and non- Muslims tourists which can be suggested for future research. A quantitative research can also be conducted to collect other factors and items important and vital for tourists by interviewing them.

5.6. Conclusion

The objective of this study was to recommend a model to understand Muslim tourists' attitudes towards satisfaction, by focusing on Iran's Islamic attributes.

The concept of tourists' satisfaction was examined from three perspectives: Push Motivational Factors, Pull Motivational Factors and Islamic Attributes of Destination.

The Push and Pull Motivational Factors as well as Islamic Attributes of Destination all had positive effect on Overall Tourists' Satisfaction; Hence, it can be concluded that if IRAN wants to be competitive in Tourism Industry and improve its position, it should attempt to find out these factors and tries to satisfy them for the sake of its tourists traveling there.

Based on the theoretical framework, Islamic Attributes of Destination can moderate the relationship which exists between Push and Pull Motivational Factors and Overall Tourists' Satisfaction. Despite this positive impact, this moderating effect is weak relatively.

The outcome of improving Overall Tourists' Satisfaction for Muslim tourists is likely being achievable by satisfying Push and Pull Motivational factors and existing of Islamic Attributes of Destination as it has been signified through the gathering data from IRAN and analyzing them later.

In addition, It can be concluded that there are other concerns for Muslim tourists when they travel to Iran because they already know that they are traveling to a Muslim country therefore they consider other issues for their

satisfaction. So if Iran wants to satisfies those Muslim tourists who travels to Iran, it should invest heavily on realizing the most important push and pull motivational factors as well as emphasizing on its Islamic attributes.

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APPANDIX A: Descriptive Statistics for Study Variables

Push Motivational Factors (PSHM)

Items	Mean	Standard deviation	Skewness	Kurtosis
L1	3.0860	1.52568	-.091	-1.490
L2	3.4570	1.23059	-.225	-1.052
L3	3.1452	1.16499	-.017	-.873
L4	3.2097	1.11700	-.047	-.740
L5	3.2419	1.10065	.048	-.674
L6	3.4247	1.22020	-.121	-1.203
L7	3.4570	1.02971	.042	-.894
L8	3.4032	1.02075	.204	-1.063
L9	3.5430	1.09583	-.061	-1.114
L10	3.6398	1.11710	-.121	-1.186
L11	3.5538	1.12937	-.351	-.666
L12	3.4194	1.13254	-.001	-1.005
L13	3.2957	1.04684	.154	-.757
L14	3.4247	1.09408	-.056	-.867
L15	3.4462	1.00797	-.156	-.598
L16	3.6237	1.03886	-.247	-.862
L17	3.6075	.89548	-.145	-.709
L18	3.6129	1.01377	-.139	-.818
L19	3.5806	1.01153	-.032	-.968
L20	3.8548	.98387	-.324	-.859
L21	3.5054	.98226	-.084	-.711
L22	3.4892	1.09663	-.395	-.488
L23	3.2957	1.01005	-.176	-.346
L24	3.2634	1.28208	-.318	-.952

Pull Motivational Factors (PLLM)

Items	Mean	Standard deviation	Skewness	Kurtosis
S1	3.2742	1.15083	-.317	-.552
S2	3.2849	1.29427	-.212	-.986
S3	3.3226	.84676	.085	.155
S4	3.3065	.92862	.048	-.219
S5	3.1290	.94412	.050	.011
S6	3.6505	.99263	-.223	-.698
S7	3.5968	1.06735	-.727	.140
S8	3.7581	.98121	-.434	-.199
S9	3.5753	1.04867	-.216	-.697
S10	3.4624	1.09603	-.277	-.605
S11	3.4570	.98133	-.468	-.077
S12	3.3226	1.00980	-.270	-.226
S13	3.2796	1.17970	-.579	-.499
S14	3.5860	1.01642	-.408	-.229
S15	3.5430	1.00849	-.231	-.394
S16	3.2097	.98865	-.025	-.240
S17	3.4140	.96177	-.361	-.003
S18	2.7151	1.12442	.143	-.799
S19	3.2849	1.00242	-.240	-.242
S20	3.3871	.93036	-.236	.063
S21	3.5806	1.00617	-.207	-.501
S22	3.4409	1.01302	-.499	.053
S23	3.2903	.97071	-.181	.069
S24	3.4462	.86980	-.257	.205
S25	3.6613	1.02314	-.444	-.311
S26	3.7204	.99584	-.310	-.528
S27	3.3011	1.00577	-.312	-.154
S28	2.9892	1.11010	.117	-.530
S29	2.8656	1.09948	.146	-.505
S30	2.8656	1.12860	.154	-.547

Islamic Attribute of Destination (IAD)

Items	Mean	Standard deviation	Skewness	Kurtosis
D1	4.1505	1.04438	-.968	.104
D2	4.4624	.85182	-1.844	3.643
D3	4.1882	1.01453	-1.045	.275
D4	4.4624	.88298	-1.861	3.382
D5	4.2634	.95321	-1.080	.377
D6	4.6559	.65751	-2.381	7.111
D7	4.5591	.79134	-2.215	5.376
D8	4.5538	.75682	-2.151	5.605
D9	4.0591	1.25709	-1.218	.375
D10	4.0484	1.30397	-1.214	.284
D11	4.6398	.80157	-2.630	7.206
D12	4.1559	1.08672	-.953	-.140
D13	4.1290	1.08778	-.973	.039
D14	4.0806	1.10964	-1.001	.136
D15	4.0000	1.12946	-.774	-.428
D16	4.6237	.86260	-2.662	6.921
D17	4.4946	.93142	-2.114	4.265
D18	4.4570	1.05050	-2.077	3.629
T1	3.7957	.69062	.194	-.715
T2	4.0376	.75958	-.587	.661
T3	4.0484	.72248	-.334	-.260
T4	3.9677	.71208	-.135	-.524
O1	3.9032	.77200	-.188	-.539
O2	3.9301	.69784	-.001	-.687
O3	3.9140	.87803	-.654	.349
O4	3.8495	.95234	-.643	.236

Appendix B

Questionnaire (English & Arabic)

Islamic Attributes and Its Impact on Tourist Satisfaction: A Study of IRAN

Dear respondent

I am a research student at the University of Malaya, Malaysia doing my MBA.

The objective of the research is to find the Islamic attributes which may be relevant to your needs at your destination of travel. In addition, to find the motivations which drive you to travel abroad for tourism and to select Iran as a destination?

I would very much appreciate your co-operation in making my research a success.

Please spare some of your valuable time to complete the attached questionnaire.

You are assured that all information provided will be treated in total confidence.

No names will be published; only aggregate data will be used.

Yours sincerely,

Farnaz Farahdel

Part One (Tourism Motivations)

A) The following statements might explain the reasons of your travelling for tourism.

Please indicate the level of importance with each statement. Do this by circling one of the four numbers after each statement according to the following scale:

Example: if the statement that 'Getting a change from a busy job ' is very important then you would circle number 5 as illustrated below.

Statements	Very important	Important	Neutral	Not important	Not at all important
Getting a change from a busy job	(5)	4	3	2	1

		Very important	Important	Neutral	Not important	Not at all important
1	Finding thrills and excitement	5	4	3	2	1
2	Being entertained and having fun	5	4	3	2	1
3	Being daring and adventuresome.	5	4	3	2	1
4	Being free to act how I feel	5	4	3	2	1
5	Rediscovering myself	5	4	3	2	1
6	Learning new things or increasing knowledge	5	4	3	2	1
7	Experiencing new/different lifestyles	5	4	3	2	1
8	Seeing as much as possible	5	4	3	2	1
9	Seeing and experiencing a foreign destination	5	4	3	2	1
10	Visiting historical places	5	4	3	2	1
11	Trying new food	5	4	3	2	1
12	Meeting new people	5	4	3	2	1
13	Doing nothing at all	5	4	3	2	1
14	Getting a change from a busy job	5	4	3	2	1
15	Going places friends have not been	5	4	3	2	1
16	Talking about the trip	5	4	3	2	1
17	Rediscovering past good times	5	4	3	2	1
18	Indulging in luxury	5	4	3	2	1
19	Visiting places my family came from	5	4	3	2	1
20	Visiting friends and relatives	5	4	3	2	1
21	Being together as a family	5	4	3	2	1
22	Getting away from the demands at home	5	4	3	2	1
23	Feeling at home away from home	5	4	3	2	1
24	Experiencing a simpler lifestyle	5	4	3	2	1
25	Escaping from the ordinary	5	4	3	2	1
26	Feeling safe and secure	5	4	3	2	1
27	Adventure of reduced air fares	5	4	3	2	1
28	Participating in sports	5	4	3	2	1
29	Desire to watch sports events	5	4	3	2	1
30	Participate in physical activity	5	4	3	2	1

B) The following statements might explain which factors draw you to travel for tourism. Please indicate the level of importance with each statement.

N	Statements	Very important	Important	Neutral	Not important	Not at all important
1	Modern cities	5	4	3	2	1
2	Exotic atmosphere	5	4	3	2	1
3	First class hotels	5	4	3	2	1
4	Budget accommodation	5	4	3	2	1
5	Wide spaces to get away from crowds	5	4	3	2	1
6	Variety of activities to see	5	4	3	2	1
7	Manageable size to see every thing	5	4	3	2	1
8	Reliable weather	5	4	3	2	1
9	Personal safety	5	4	3	2	1
10	Outstanding scenery	5	4	3	2	1
11	Mountainous areas	5	4	3	2	1
12	natural ecological sites	5	4	3	2	1
13	Wilderness and undisturbed nature	5	4	3	2	1
14	Quality beach	5	4	3	2	1
15	Interesting and friendly local people	5	4	3	2	1
16	Different culture from my own	5	4	3	2	1
17	Historic old cities	5	4	3	2	1
18	Standards of hygiene and cleanness	5	4	3	2	1
19	Shopping facilities	5	4	3	2	1
20	Reliance/privacy	5	4	3	2	1
21	Interesting town/village	5	4	3	2	1
22	High quality restaurants	5	4	3	2	1
23	Seaside	5	4	3	2	1
24	Water sports	5	4	3	2	1

Part Two (Islamic Attributes of Destination)

The following statements explain Islamic attributes which may be relevant to your needs at your destination of travel. Please indicate the level of importance of each attribute to you.

N	Islamic Attributes	Very important	Important	Neutral	Not important	Not at all important
1	Availability of Mosque (Masjid)	5	4	3	2	1
2	Availability of prayer facilities/room at tourism sites, airport, shopping malls, hotels, conference halls, parks, etc.	5	4	3	2	1
3	Presence of loud public pronouncement of Azan to indicate prayer time	5	4	3	2	1
4	Placement of Qibla stickers /direction (Qibla stickers/direction point towards Makkah city) in your hotel room	5	4	3	2	1
5	Provision of a copy of the Holy Qur'an in each hotel room	5	4	3	2	1
6	Availability of water supply in toilets at tourism sites, airport, shopping mall, hotel, parks, etc.	5	4	3	2	1
7	Availability of Halal food at tourism sites, airport, shopping malls, hotels, parks, etc.	5	4	3	2	1
8	Availability of segregated Halal kitchen in hotels and restaurants	5	4	3	2	1
9	Availability of segregated areas for women at beaches	5	4	3	2	1
10	Availability of hotels with segregated swimming pools and gymnasium for men and women	5	4	3	2	1
11	Banning of sex channels in hotel entertainment system	5	4	3	2	1
12	Banning of alcoholic drinks by the authority at public places (such as tourism sites, hotels, parks, etc.)	5	4	3	2	1
13	Banning of gambling activities by the authority at public places (such as tourism sites, hotels, parks, etc.)	5	4	3	2	1
14	Observation of Islamic dress code by hotel and restaurant staff	5	4	3	2	1
15	Prevalence of Islamic dress code (e.g. Hijab) at public places	5	4	3	2	1
16	Banning by the authority of prostitution	5	4	3	2	1
17	Banning by the authority of indecent display of affection between sexes at public places (such as kissing etc.)	5	4	3	2	1
18	Movies shown on TV	5	4	3	2	1

Part Three (Satisfaction)

The following statements might explain your feeling about your trip. Please indicate your feeling level with each

a) How does Iran, in general, rate compared to what you expected?
   1) Much worse than I expected
   2) Worse than I expected
   3) As I expected
   4) Better than I expected
   5) Much better than I expected

b) Was this visit worth your time and effort?
   1) Definitely not worth it
   2) Not worth it
   3) Neutral
   4) Well worth it
   5) Definitely well worth it

c) Overall, how satisfied were you with your holiday in Iran ?
   1) Not at all satisfied
   2) Not satisfied
   3) Neutral
   4) Satisfied
   5) Very satisfied

d) How would you rate Iran as a vacation destination compared to other similar countries that you may have visited?
   1) Much worse
   2) Worse
   3) Neutral
   4) Better
   5) Much better

Part Four (General Information)

Please tick below as appropriate:

1. Gender   a) Male   b) Female

2. Marital status a) Single   b) Married without children   c) Married with children   d) Divorced

3. Age   a) Under 25   b) 25-34   c) 35-44   d) 45 or over

4. Educational level
    a) Primary (or less)   b) Secondary   c) Intermediate   d) University   e) Post Graduate

5. Monthly income
a) Less than 1000 USD   b) 1000- 1999 USD   c) 2000 – 2999 USD   d) 3000 –4999 USD   e) 5000 USD and over

6. How would you describe yourself on the following scale of religiousness?
  a) Secular   b) Mildly religious   c) Religious   d) Very religious

7. Your country of origin ……………….

8. If you have any further comments, please indicate them below:

………………………………………………………………………………………………
………………………………………………………………………………………………
………………………………………………………………………………………………

الجزء الأول (أسباب السفر)

(أ)العبارات التالية ربما تفسر أسباب سفرك للسياحة ، الرجاء تحديد مدي أهمية هذه العبارات وذلك بوضع دائرة على الإجابة المناسبة كما هو موضح فى المثال التالي

مثال: لو كنت توافق أن "تغيير جو العمل" مهم جدا كـأحد أسباب السفر، فإن عليك وضع دائرة حول الرقم 5 حسب التوضيح التالي:

غير مهم على الاطلاق	غير مهم	محايد	مهم	مهم جدا	العبارة
1	2	3	4	⑤	من أسباب سفري الحالي للسياحة: تغيير جو العمل

1	2	3	4	5	البحث عن المغامرة والإثارة	1
1	2	3	4	5	قضاء وقت ممتع و مسل	2
1	2	3	4	5	تجربة الجراءة و المخاطرة	3
1	2	3	4	5	الرغبة في ان اجرب ان اكون حر	4
1	2	3	4	5	الرغبة في إعادة اكتشاف نفسي	5
1	2	3	4	5	الرغبة في تعلم أشياء جديدة وزيادة في المعرفة	6
1	2	3	4	5	تجربة نمط جديد وبسيط للحياة	7
1	2	3	4	5	رؤية أشياء جديدة	8
1	2	3	4	5	رؤية وزيارة بلد اخر	9
1	2	3	4	5	تذوق أطعمة جديدة	10
1	2	3	4	5	زيارة الأماكن التاريخية	11
1	2	3	4	5	تجربة انواع جديدة من الطعام	12
1	2	3	4	5	الرغبة فى مقابلة أناس جدد	13
1	2	3	4	5	تغيير جو العمل	14
1	2	3	4	5	الاسترخاء	15
1	2	3	4	5	الرغبة في زيارة أماكن سياحية لم يزورها أصدقائي	16
1	2	3	4	5	التحدث عن الرحلة بعد العودة للوطن	17
1	2	3	4	5	أن أكون حرا فى التصرف بعيدا عن رقابة الأهل	18
1	2	3	4	5	تذكر الأوقات الطيبة الماضية	19
1	2	3	4	5	الرغبة فى زيارة الأصدقاء والأقارب	20
1	2	3	4	5	الرغبة في قضاء وقت مع عائلتي	21
1	2	3	4	5	الابتعاد عن متطلبات المنزل اليومية	22
1	2	3	4	5	زيارة الأماكن التى جاءت منها عائلتي	23
1	2	3	4	5	الرغبة في الشعور بأني بعيد عن المنزل	24
1	2	3	4	5	الهروب من الروتين	25
1	2	3	4	5	الرغبة في الشعور بالأمن والاطمئنان	26
1	2	3	4	5	انخفاض اسعار تذاكر السفر	27
1	2	3	4	5	المشاركة في الرياضة	28
1	2	3	4	5	الرغبة فمشاهدة احداث رياضية	29
1	2	3	4	5	ممارسة الأنشطة الرياضية	30

(ب) العبارات التالية ربما توضح عوامل الجذب السياحي التى تجذبك في السفر للسياحة، الرجاء تحديد مدي أهمية هذه العبارت وذلك بوضع دائرة على الإجابة المناسبة

غير مهم على الاطلاق	غير مهم	محايد	مهم	مهم جدا	العبارات	م
1	2	3	4	5	المدن المتطورة (الحديثة)	1
1	2	3	4	5	البيئة الجذابة	2
1	2	3	4	5	توفر فنادق الخمس نجوم	3
1	2	3	4	5	رخص تكلفة الإقامة	4
1	2	3	4	5	توفر مناطق واسعة فى الهواء الطلق بعيدا عن الزحام	5
1	2	3	4	5	توفر العديد من الأنشطة التى يمكن القيام بها	6
1	2	3	4	5	مساحة كافية لرؤية كل شئ	7
1	2	3	4	5	الطقس المعتدل	8
1	2	3	4	5	الشعور بالأمان على نفسي	9
1	2	3	4	5	مشاهدة المناظر الطبيعية الجميلة	10
1	2	3	4	5	توفر المناطق الجبلية	11
1	2	3	4	5	امكن طبيعية غير ملوثة	12
1	2	3	4	5	توفر المطاعم الرخيصة	13
1	2	3	4	5	الشواطيء الجيدة	14
1	2	3	4	5	ترحيب الناس المحليين وودهم	15
1	2	3	4	5	الثقافة المختلفة	16
1	2	3	4	5	المدن التاريخية القديمة	17
1	2	3	4	5	توفر المستوى الصحي والنظافة	18
1	2	3	4	5	إمكانية التسوق	19
1	2	3	4	5	توفر الثقة فى أماكن التسوق(عدم وجود غش)	20
1	2	3	4	5	وجود مدن وقرى جميلة	21
1	2	3	4	5	توفر مطاعم عالية الجودة	22
1	2	3	4	5	أن تكون الدولة مطلة على البحر	23
1	2	3	4	5	توافر الرياضات المائية	24

الجزء الثاني (الخصائص الاسلامية)

العبارات التالية توضح عوامل الجذب الإسلامية التى قد تناسب احتياجاتك عند السفر للسياحة ، الرجاء تحديد مدي أهمية هذه العوامل وذلك بوضع دائرة على الاجابة المناسبة

غير مهم على الاطلاق	غير مهم	محايد	مهم	مهم جدا	العبارات	م
1	2	3	4	5	توفر المساجد	1
1	2	3	4	5	توفر غرف للصلاة فى الأماكن السياحية، المطار، مراكزالتسوق، المطاعم، الفندق...	2
1	2	3	4	5	إمكانية سماع صوت الأذان في أوقات الصلاة	3
1	2	3	4	5	وجود إشارة توضح اتجاه القبلة فى غرفة الفندق	4
1	2	3	4	5	وجود نسخة من القرآن الكريم فى غرفة الفندق	5
1	2	3	4	5	دورات المياه مزودة بمصدر للماء يمكنك من أداء الطهارة الشرعية فى المناطق السياحية،المطار، الفندق...	6
1	2	3	4	5	توفر الطعام الحلال في الأماكن السياحية، المطار، مراكزالتسوق، الفندق...	7
1	2	3	4	5	توفر المطبخ الحلال(أدوات المطبخ تستخدم للطهي الحلال فقط) فى الفنادق والمطاعم	8
1	2	3	4	5	توفر شواطيء يتم تخصيص جانب منها للنساء فقط	9
1	2	3	4	5	توفر فنادق بها حمامات سباحة وجيمانزيم خاص بالنساء وآخر للرجال	10
1	2	3	4	5	منع القنوات الإباحية بتليفزيون الفندق	11
1	2	3	4	5	السلطات تمنع المشروبات الكحولية(الخمور) فى المناطق العامة مثل الأماكن السياحية، مراكز التسوق، الفنادق...	12
1	2	3	4	5	السلطات تمنع القمار فى المناطق العامة مثل الأماكن السياحية، مراكز التسوق، الفنادق...	13
1	2	3	4	5	العاملات والموظفات فى الفنادق يرتدين الزي الاسلامي (الحجاب)	14
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العبارات التالية ربما تفسر شعورك نحو الرحلة ،من فضلك حدد مستوى شعورك لكل عبارة

(أ) كيف تقيم زيارتك لايران بشكل عام مقارنة بتوقعك المسبق عنها.
1. اسوأ بكثير مما توقعت
2. اسوأ مما توقعت
3. كما توقعت
4. افضل مما توقعت
5. افضل بكثير مما توقعت

(ب) هل الزيارة تستحق الوقت والجهد
1. بالتاكيد لا تستحق
2. لا تستحق
3. محايد
4. تستحق
5. بالتاكيد تستحق

(ت) بشكل عام، ما هي درجة رضاءك عن زيارتك لايران.
1. غير راضي اطلاقاً
2. غير راضي
3. محايد
4. راضي
5. راضي جدا

(ث) كيف تقيم زيارتك لايران مقارنة بدول اخرى قد قمت بزيارتها.
1. اسوأ بكثير مما توقعت
2. اسوأ مما توقعت
3. كما توقعت
4. افضل مما توقعت
5. افضل بكثير مما توقعت

من فضلك اختار الاجابة المناسبة

1. الجنس   (أ) ذكر   (ب) انثى
2. الحالة اجتماعية (أ)اعزب (ب) متزوج وليس لديه اطفال (ج)متزوج ولديه اطفال(د)مطلق
3. العمر (أ) اقل من 25   (ب) 25-34   (ج) 35-40   (د) 45 او اكثر
4. مستوى التعليم (أ) ابتدائى او اقل (ب) ثانوى (ج) متوسط (د) جامعي (ه) دراسات عليا
5. الدخل الشهري   (أ) اقل من 1000 دولار   (ب)1000-1999   (ج)2000-2999 (د) 3000-4999   (ه) 5000 او اكثر
6. كيف تصنف نفسك من حيث مستوى التدين

    (أ) علماني   (ب) متدين الى حد ما   (ج) متدين   (د) متدين جدا
7. دولة الاقامة ....

8. **اذا كان لديك اي تعليقات اخرى، نرجو ذكرها :**

....
....